

### Women's Aid

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24hr National Freephone Helpline 1800 341 900 Registered Charity No. 20012045

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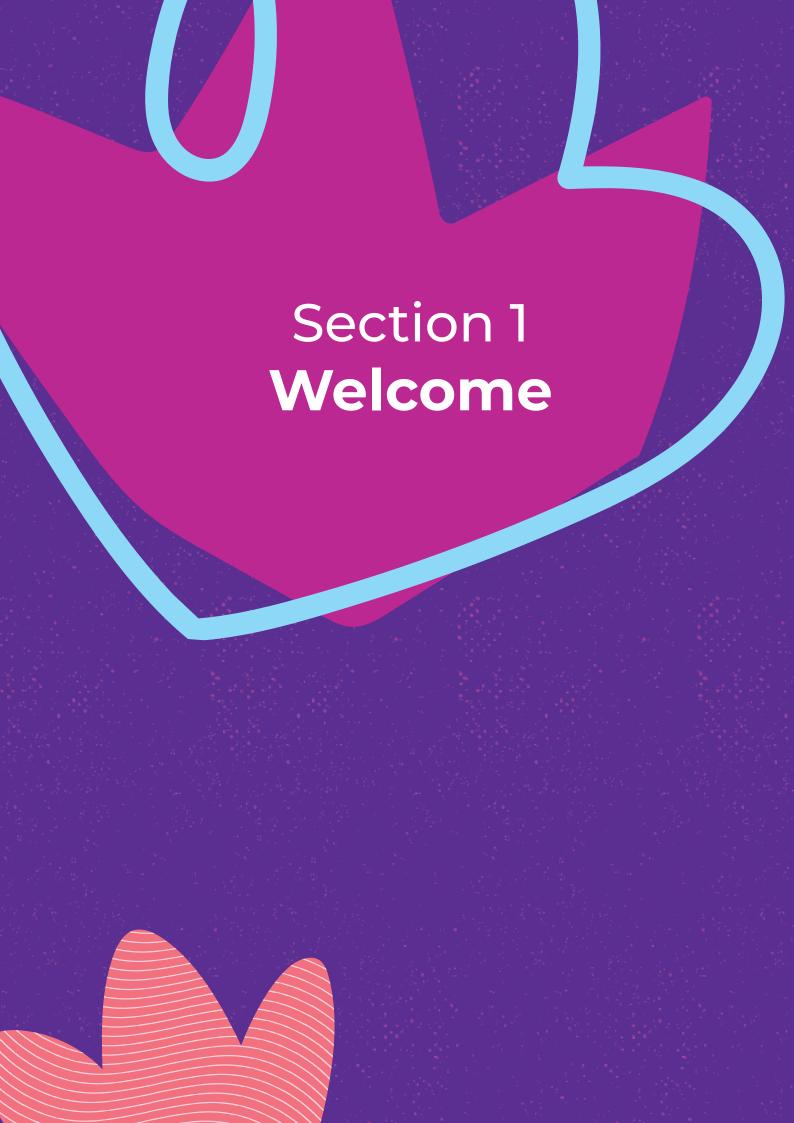




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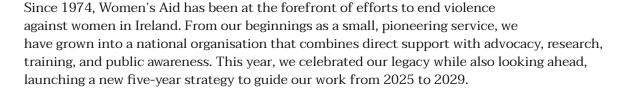
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## Chair's Welcome

It is a great honour to welcome you to the 2024 Annual Report of Women's Aid. This has been a momentous and deeply meaningful year for our organisation. As we marked our 50th anniversary, we also responded to the growing and urgent needs of women and children across Ireland who are subjected to domestic violence and abuse.



The figures in this report speak volumes. In 2024, we responded to a record number of contacts across our services. Each disclosure represents the lived experience of an adult or child survivor, targeted by someone who should be loving and respectful to their partner, to their child. These numbers are sobering. They reflect just a percentage of the scale of the crisis we face, but also the trust so many women place in us and the vital role we play in their journey to safety and recovery.

In Ireland, one in three women will be subjected to psychological, physical and/or sexual abuse by a partner or ex-partner. Domestic abuse is not just something that happens behind closed doors. It infiltrates every level of society – our communities, our schools and colleges, our workplaces. No one should ever feel afraid of, or less than, the person they are with. Every day women are being hurt and abused by the person who is supposed to love them. The person closest to them. Being subjected to coercive control can feel like a plant that has been denied all food, water and light, which is trapped in cracking soil unable to flourish or grow. The impact of intimate partner abuse cannot, and should not, be minimised or excused. It can have a devastating effect on women's emotional and physical well-being and in the most extreme cases, it can be fatal.

However, women manage to navigate coercion, control, trauma, grief, and pain to nonetheless achieve extraordinary things. That is worth reflecting on. Imagine what women could achieve in all walks of life if there was no male violence. If there was true equality in pay, political representation and in distribution of care responsibilities.



Having data from many sources is critical to our knowledge and understanding of the issue. We will continue to learn from victim-survivors by always listening to their needs and developing responses that reflect the diversity of their experiences. We value opportunities to work collaboratively and cooperatively with peer organisations, survivors and others to identify and transform systems of power and privilege that oppress and marginalise.

I am immensely proud of our employees, volunteers, and Board of Trustees. Their dedication and professionalism are the foundation of everything we do. I also want to thank our partners in the statutory, community, and voluntary sectors, whose collaboration is essential to our shared mission. I extend my deepest thanks to our funders during 2024, Tusla, Pobal, and the newly established agency Cuan, the Domestic, Sexual and Gender-Based Violence Agency, as well as to our many generous donors. Your support enables us to deliver vital services and push for the systemic change that is so urgently needed.

Women's Aid is committed to the highest standards of governance, transparency, and accountability. We are proud to be fully compliant with the Charities Governance Code and to hold the Triple Lock Standard from Charities Institute Ireland. As a Board, we work closely with the executive team to ensure that our organisation is effective, efficient, and survivor-centred.

As we look to the future, we do so with both hope and determination. Our new strategy sets out a bold vision for an equal Ireland with zero tolerance of domestic abuse. Achieving this vision will require sustained effort, deep collaboration, and a willingness to confront the root causes of gender-based violence, including inequality, misogyny, and harmful social norms.

We know we cannot do this alone but we also know that change is possible. Over the past 50 years, we have helped transform public understanding, influence legislation, and build a national framework of support. There is still much to do, but we are building on a strong foundation and moving forward with purpose.

To everyone who has walked with us on this journey, thank you. We invite you to continue walking with us as we work to create a safer, more equal Ireland for all.

Warm regards,

Ailbhe Smyth
Chairperson, Wor

Chairperson, Women's Aid June 2025

## CEO's Introduction

As we reflect on 2024, a year of profound significance and continued challenge, I am filled with deep gratitude. Gratitude for the strength of the women and children we support, and for the unwavering commitment of our employees, volunteers, Board and partners and supporters who make our work possible.



This year marked a historic milestone: the 50th anniversary of Women's Aid. For five decades, we have stood with women subjected to domestic abuse; listening, believing, supporting, and empowering them to reclaim their lives. This legacy, built by generations of survivors and advocates, inspires us as we look to the future with renewed purpose.

In 2024, our services were contacted 32,144 times. The 24-hour National Freephone Helpline alone received 24,396 contacts, a 17% increase on the previous year. We heard 41,432 disclosures of abuse against women and 5,333 disclosures of abuse against children. These numbers reflect both the scale of the crisis and the increasing visibility of domestic abuse in public discourse.

Behind each number is a woman, a child, a family navigating fear and trauma. Our frontline teams, on the phones, in the courts, in maternity hospitals, and in communities, continue to provide life-saving, life-changing support. In 2024, we supported over 1,800 women through our regional face-to-face services, with 1,454 accessing our services for the first time.

We continued to lead with evidence. In 2024, we launched several key research reports that are already shaping national conversations and policy. These included a study on the role of pornography in violence against women and girls, a report on the experiences of disabled women subjected to intimate partner abuse, and an independent evaluation of our Maternity Project.

Our High-Risk Support Project expanded into the Southern Region, working with An Garda Síochána and local services to protect women at high risk of serious harm. Our Maternity Outreach team, now permanently funded, supported nearly 200 pregnant and post-partum women, a time when abuse can be especially dangerous.

We also invested in prevention and education. Our Too Into You project reached over 1.4 million people online, empowering young people to recognise and resist intimate relationship abuse. The campaign's success, including award-winning engagement and integration into school curricula, shows the power of early intervention.



Throughout the year, we remained a trusted voice in the national conversation on domestic abuse. Our media presence, public campaigns, and policy submissions helped ensure that the realities faced by women and children were not only heard but acted upon. We worked closely with government and civil society to influence the implementation of the Third National Strategy on Domestic, Sexual and Gender-Based Violence, and to support the newly established agency, Cuan.

We also provided direct, practical support through our Internal and External Emergency Funds, distributing over €390,000 to women and children in urgent need. These funds helped cover essentials such as food, security measures, legal fees, and emergency accommodation, offering not just relief, but dignity and hope.

As we launched our new Strategy 2025–2029, we did so with clarity, ambition, and a deep sense of responsibility. This strategy builds on our legacy and sets out a bold vision: an Ireland with zero tolerance for domestic abuse. It is a vision rooted in equality, justice, and the belief that every woman has the right to live free from fear.

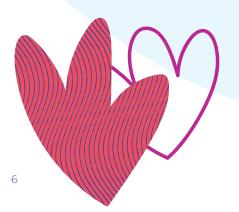
We know the path ahead is not easy. The housing crisis, delays in the legal system, and the rising cost of living continue to create barriers for women seeking safety and justice. There are global challenges and attacks on hard won gains towards a more equal and inclusive society. But we also see successes and steps even in the face of great adversity. We see it in the courage and resilience of survivors, in the dedication of our teams, and in the solidarity of our supporters.

As we look ahead, we are committed to deepening our impact, strengthening partnerships, and amplifying the voices of those we serve. We will continue to innovate, to advocate, and to lead, guided by the values that have shaped us for 50 years: courage, cooperation, inclusivity, empowerment, equality, and change.

Thank you for being part of this journey. Your support makes everything we do possible. Together, we are building a safer, more equal Ireland; one where every woman and child can live free from violence and abuse.

Sarah Benson

Chief Executive Officer, Women's Aid June 2025



## Laura's\* Story

"I was so frightened when I found out I was pregnant. I knew he would blame me for the pregnancy. We had 3 other kids, and he didn't want me to work. This meant that even though he had a good job, I had no access to my own money, except what he gave me, when he felt like it. He was always angry at me and the kids. He had hit me in the past and I knew he could do it again - or something worse. I felt so ashamed and just completely trapped. He blamed me for everything. I had never spoken to anyone about what was going on, but I knew it wasn't right.

"It wasn't until I was directly asked about domestic abuse at my hospital appointment that I realised that I could tell somebody. I was referred to Women's Aid by the Medical Social Worker and was contacted that day by their outreach worker. She immediately put me at ease, didn't judge me and helped me look at what my options were. So much has happened over the last few months.

"The outreach worker supported me to apply for a domestic violence order and accompanied me to court. She helped me to get a solicitor. I got the order, but my husband kept breaching it, we were still living in fear. She encouraged me to call the Gardai and even came to the station with me to make a statement.

"It was really hard because I wasn't able to get legal aid - he earned too much money. Women's Aid helped me with the cost of a solicitor. I was also sent vouchers by my outreach worker to buy food and essential supplies for the kids and the new baby.

"My outreach and medical social workers supported me throughout my pregnancy, which was a really hard time, emotionally and physically. They helped me understand that it wasn't my fault, and I had options.

"Despite everything, I had a healthy baby boy. My outreach worker continued to support me in the months after until they could link me in with a local counsellor. They even helped me pay towards the counselling costs. Although, I am still dealing with the ongoing abuse from my husband, I feel stronger, and I know the shame is not mine."

\*Name and some details changed to protect identity and safety.



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My outreach worker continued to support me in the months after until they could link me in with a local counsellor.

They even helped me pay towards the counselling costs. Although I am still dealing with the ongoing abuse from my husband, I feel stronger, and I know the shame is not mine.

# Section 2 About Women's Aid

## **Our Vision**

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

## We do this by:

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

and

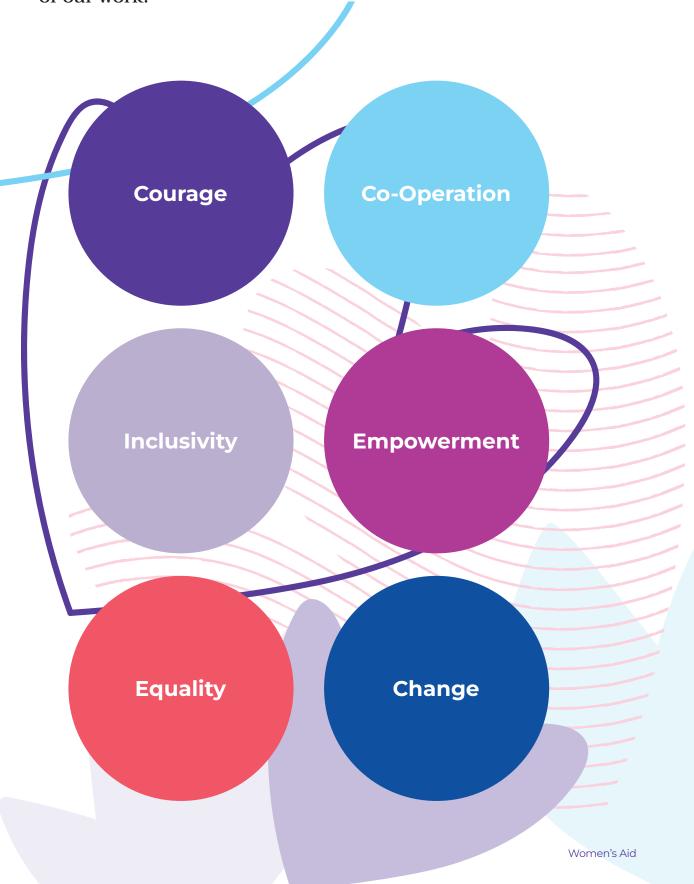
Providing high quality, specialised, integrated support services.

## Our Purpose Women's Aid is a

Women's Aid is a national feminist organisation working to prevent and address the impact of domestic violence and abuse including coercive control since 1974.

## **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.
- Supports the **empowerment** of 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.



"I finally found the strength to leave in January this year and while it was one of the most difficult things I've ever had to do, I couldn't have done it without the comfort and support from the lovely lady who answered my email and assured me that I didn't have to tolerate his behaviour and that I would be okay. I would like to take this opportunity to thank all at Women's Aid for your tireless efforts to help women in horrendous situations."

- Alana



## **Women's Aid Theory of Change**

### **Enablers**

- · Creating awareness
- · Educating audiences
- · Influencing audiences
- · Contributing to prevention initiatives
- · Service provision
- · Supporting survivors
- Sustaining staff and volunteers
- · The Survivor Voice

## **Inputs**

- Staff
- · Volunteers
- · Expertise
- · Resources
- Collaboration
- · Donor Funding
- · Peer Organisation
- · Support / Survivor Voice

## **Assumptions**

- · Society can be capable of change
- · Building and drawing on the knowledge and skills of survivors informs change
- · All forms of DVA (Domestic Violence and Abuse) are preventable
- · The outcome of society free from DVA is achievable
- · Women's Aid has the capacity to deliver its mission
- · Resources will be available to continue our work

## **Purpose**

Working for the prevention of domestic violence and abuse by: Influencing, educating and advocating for effective responses, to reduce the scale and impacts of domestic abuse AND providing high quality, specialised, integrated, support services.

## Social Change

Shared Agenda

Legislation

Change Tolerance Levels

## Vision

Change

An equal Ireland, with zero tolerance of domestic abuse and all other forms of violence against women

> Change Service Provision

### **Individual Change**

**Empowering Survivors Delivering Services** Acknowledging & Supporting Women

## Stakeholder **Community** Change

Working with stakeholders to enable change Collaboration Alignment for Change Engagement

Change Policy

## Women's Aid Work

Women's Aid is a national, feminist organisation working to prevent and address the impact of domestic violence and abuse since 1974. We have five clear areas of focus, based on our Theory of Change, which creates the structure for us to end violence against women in Ireland.

### 1. Promoting healthy relationships

Violence against women is not inevitable. All forms of violence against women are preventable. By preventing abuse and focusing on supporting people to understand and live healthy relationships for everybody, we can build a different world.

### 2. Strategic research

Everything we do is underpinned by fundamental, evidence-based research. Through strategic research and quality data collection we quantify and measure our impact. Research impact is real change in the real world.

### 3. Frontline services

Women's Aid was set up in 1974 to provide a response for women and children who faced devastating abuse with no support and no laws to protect them. We continue to develop and evolve our life-preserving frontline services to meet the growing needs of women and children across Ireland, including: the National Domestic Violence Helpline, High-Risk Support Project, and a range of specialist Dublin based outreach and court support services.

## 4. Specialist training and policy support

Knowing how to respond appropriately can make a significant difference to reducing the isolation and risks to women and children living with the dangers of domestic abuse. Through specialist training we aim to inform people who may contribute to enhancing the safety of women. We offer training nationally to stakeholders from key sectors including Health, Legal and Law Enforcement, Employment, Children and Young People and Community and Voluntary.

### 5. Whole community activation

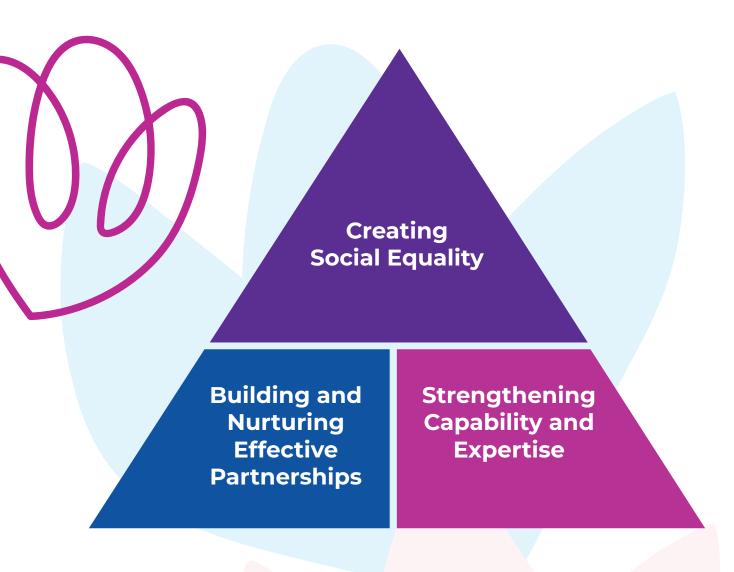
Creating long-lasting change for women and children who face violence means to create fundamental change across society and how we, the people of Ireland, think about domestic violence and abuse. We contribute to this through a combination of public awareness activities, campaigns and advocacy work to influence and improve national policy and legislation.



## **Our Strategic Priorities 2025-29**

## **Strategic Priorities**

After extensive consultation, our strategic priorities remain 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 2025-29, we have framed our plan around 3 strategic priorities:





Delivering a coordinated, inclusive and coherent programme of work comprising: - direct services, training, advocacy, and educating through awareness-raising work that is focused on prevention, support and driving positive social change.

- 1. Developing and delivering Women's Aid specialist frontline services.
- **2.** Applying an intersectional lens to all aspects of our work.
- **3.** Educating through raising public awareness of all forms, causes and consequences of domestic violence and abuse.
- **4.** Building on Women's Aid advocacy, research, expertise and reputation to inform key decision-makers and to contribute to the national dialogue on action to prevent and combat domestic violence and abuse.
- **5.** Developing and enhancing the range of training solutions aimed at strengthening responses of frontline professionals and other key stakeholders to domestic violence and abuse.



## **Strategic Priority 2**

Building and Nurturing Effective Partnerships

To continue developing and strengthening cross sector partnerships and strategic relationships; enabling Women's Aid to cooperate and effectively contribute to political, social and other forums responding to violence against women in Ireland.

- Working with authorities, agencies and community and voluntary organisations, as a trusted partner, to inform the national and international agenda on Domestic, Sexual and Gender Based Violence and influence positive change in ways that prioritise the interests of all women.
- **2.** Continuing to develop partnerships to increase awareness, understanding and to combat the harms of pornography.
- **3.** Establishing clear structures and systems to better harness and activate the wisdom and insights of those with lived experience of domestic violence and abuse.



## Strategic Priority 3

Continually Strengthening Capability and Expertise

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

- 1. Strengthening our economic resilience and capacity.
- **2.** Ensuring the organisation has the capacity to meet its business and operational compliance requirements.
- **3.** Ensuring our work is continually data driven and supported.
- **4**. Aligning our people, our values and our culture.
- 5. Building and supporting volunteer engagement.
- **6**. Ensuring excellence in compliance and governance.
- 7. Aligning Women's Aid with Environmental, Sustainability and Governance principles.

## Context

Over the period of Women's Aid's previous strategy (2022-2024), extensive progress in responding to domestic, sexual and gender-based-violence (DSGBV) has been made in Ireland. This progress includes:

- 1. Important legislative changes, such as the creation of new offences to criminalise image based sexual abuse, a non-fatal strangulation or suffocation and stalking and paid Domestic Violence leave, have been enacted.
- 2. The ambitious Third National Domestic, Sexual and Gender-Based Violence Strategy is being implemented, including the setting up of CUAN, the statutory Domestic, Sexual and Gender-Based Violence Agency. Work has begun to reform the family law system and revise SPHE and RSE school curricula to include reference to gender equality, consent and healthy relationships.
- 3. There have been welcome increased resources for vital specialist domestic violence services, though these are coming from a baseline of historic neglect and are still not sufficient.

However, domestic violence and abuse of women and children continues to exist:

• 275 women have died violently between 1996 and present day, 87% of women (where the case has been resolved) were killed by a man known to them, and 20 children died during incidents where women have died violently.<sup>d</sup>

- 35% of women in Ireland, more than one in three, have experienced psychological, physical and/or sexual abuse from an intimate partner.<sup>e</sup>
- One in four (25%) women in Ireland experienced sexual violence as an adult with a partner.<sup>f</sup>
- Over the three years of our previous strategy (2022-2024) Women's Aid frontline services responded to **91,677 contacts** and heard **105,581 disclosures of abuse of women and children subjected to domestic violence.** This figure represents only the tip of the iceberg of what is happening to women and children in Ireland at the hands of an abuser.<sup>g</sup>
- An Garda Síochána responded to over
   178,500 domestic abuse incidents
   between 2022-2024, which translates to an average of 1,144 incidents every week.<sup>h</sup>
- a S2 and S3, Harassment, Harmful Communications and Related Offences Act 2020.
- b S21, S22 and S23 Criminal Justice Miscellaneous Provisions Act 2023.
- c S7, Work Life Balance and Miscellaneous Provisions Act 2023.
- d Women's Aid Femicide Watch April 2025.
- e EU Gender-based Violence Survey, Fundamental Rights Agency, 2024.
- f CSO Sexual Violence Survey, 2023
- g Women's Aid Annual Impact Reports, 2022-2024.
- h See 65,000 reported domestic violence incidents in 2024, Irish Examiner, 27th January 2025, https://www.irishexaminer.com/news/arid-41561812.html (accessed 27.04.25).

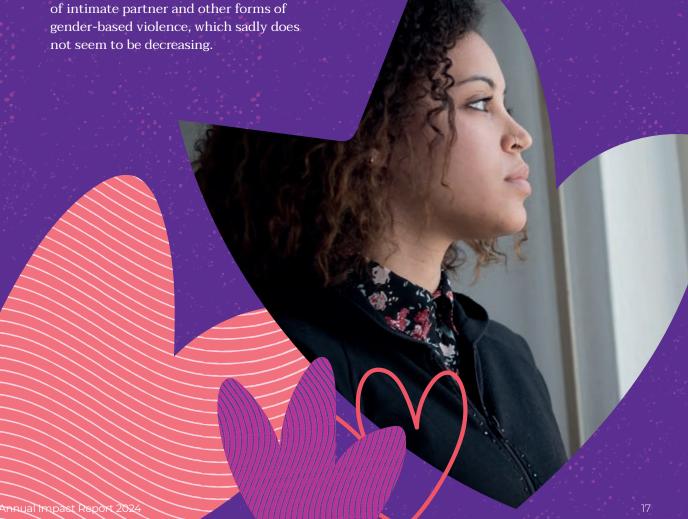
## Challenges

## Challenges continue to exist in responding to domestic violence and abuse:

- 1. Specialist services are still overstretched and underfunded, and therefore challenged to meet ever increasing demand, especially to meet the needs of more marginalised and minoritised women.
- 2. The housing crisis and dearth of appropriate specialist accommodation provision for survivors of abuse limits options for a safe home in the medium and long term.
- 3. The Family Law and Criminal law systems do not work efficiently for survivors of domestic violence and abuse creating lengthy, protracted, and traumatising delays for women and unsafe outcomes.

4. Young women report very high level of intimate partner and other forms of gender-based violence, which sadly does not seem to be decreasing.

5. There is a continuing increase in online/ technology facilitated gender-based violence. This includes the harm of online pornography on efforts for gender equality, on the development of healthy sexuality and relationships, and on levels of coercion and violence. In the face of increasing understanding and evidence of the negative impact on young people's behaviour and experiences, there continues to be little meaningful accountability for online hosting/ facilitating platforms and perpetrators.



# Section 3 Activities and Impact Summary 2024

## Four Year Comparative Frontline Services Statistics

	2024	2023	2022	2021
Contacts with Women's Aid	32,144	28,638	31,229	26,906
24hr National Freephone Helpline (including calls, instant messages and emails)	24,396	20,891	23,566	21,126
Face-to-Face Support Services (including one to one support, court accompaniments, drop-in visits, HRSP, maternity outreach support sessions)	7,748	7,747	7,663	5,780
Talk Time Hours (24hr National Freephone Helpline calls and instant messages)	4,567	4,112	3,940	3,863
Disclosures of domestic abuse against women and children	46,765	40,048	33,990	33,831
Against Women	41,432	35,570	28,579	28,096
Emotional	25,441	21,974	20,851	19,902
Physical	9,590	7,851	4,509	4,707
Economic	4,522	4,297	2,290	2,383
Sexual	1,879	1,448	9,28	1,104
Against Children	5,333	4,478	5,412	5,735
Emotional	5,109	4,253	5,006	5,361
Physical	142	167	315	282
Sexual	82	58	91	92
Referrals, Provision of Information and/ or Advocacy by Helpline and Regional Services	31,323	23,329	18,667	21,446

"I do feel better after the call."

"I feel so much better after talking to you and getting this information, thank you."

"Thank you for talking to me, to be honest with you, you saved my life."



"You seem to understand where I'm coming from. You're the only one listening to me."



## **2024 Summary**

32,144 Contacts with Women's Aid



24,396
contacts with the 24hr
National Freephone Helpline
(including calls, instant
messages and emails)

contacts with Face-to-Face
Support Services (including
one to one support, court
accompaniments, drop-in
visits, HRSP, maternity
outreach support

sessions)

4,567
hours of National
Helpline Talk
Time

Referrals, Provision of Information and/or Advocacy by Helpline and Regional Services Support Workers



66

There is another day in everyone. Thank you for being so good, you've given me that extra bit of strength to change this situation.

## 46,765

Disclosures of domestic abuse against women and children



Emotional **25.441** 

41,432

Disclosures of domestic abuse against women

5,333

Disclosures of domestic abuse against children

Sexual **82** 

Physical **9,590** 

Economic 4,522

**Sexual 1,879** 

Emotional **5,109** 

Physical **142** 

144,131 visits to

www.toointoyou.ie

Emergency funds distributed

€390,000

to women and children

2,871.50

hours

of service by

45 volunteers



Representation on

www.WomensAid.ie

18+

national and local policy and advocacy groups Full compliance

with the Charities Governance Code and awarded the CII Triple Lock Standard.

1,422 people

participated in

184

training events.

## Celebrating 50 Years of Women's Aid:



Nuala Fennell, founder of Women's Aid speaking in 1974.

## A Legacy of Support, Advocacy, and Change

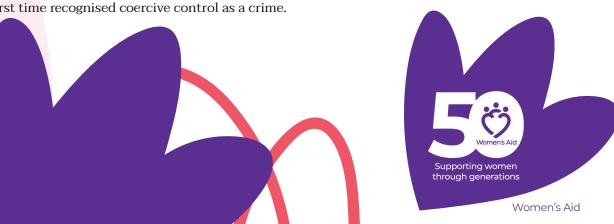
In 2024, Women's Aid marked a powerful milestone, 50 years of unwavering commitment to ending domestic violence against women in Ireland. Since its founding in 1974, when it established the country's first refuge for women, Women's Aid has grown into a national force for change, support, and empowerment.

The journey began with a simple yet revolutionary act: creating a safe space for women fleeing abuse. Just two years later, in 1976, Ireland introduced its first domestic violence legislation, allowing women to access three-month barring orders. This legal recognition was a pivotal moment, and Women's Aid continued to push for stronger protections. By 1981, protection orders were introduced and barring orders extended to 12 months.

Throughout the 1990s, Women's Aid evolved from a refuge provider into a leading front-line and social change organisation. In 1992, it launched the National Freephone Helpline, which has since answered over half a million calls. The following years saw the introduction of one-to-one support, court accompaniment services, and Ireland's first prevalence study on domestic abuse, Making the Links (1995). In 1999, Safety and Sanctions exposed critical gaps in the legal system's response to victims.

The 2000s brought further innovation. In 2005, Ireland's first domestic violence public awareness TV campaign dramatically increased calls to Women's Aid. By 2009, training for maternity hospital staff and psychotherapists was introduced, and in 2011, the groundbreaking Too Into You campaign launched, targeting young women experiencing abuse in relationships.

Women's Aid has consistently adapted to meet emerging needs. In 2014, it partnered with An Garda Síochána and the Vodafone Foundation to launch the High-Risk Support Project, which started its expansion nationwide in 2022. The Helpline became a 24/7 service in 2016, and in 2018, Women's Aid played a key role in the passage of the Domestic Violence Act, which for the first time recognised coercive control as a crime.





Women's Aid CEO, Sarah Benson, with former CEOs, Denise Charlton and Margaret Martin at the Women's Aid 50th Anniversary Conference in November 2024.

The COVID-19 pandemic in 2020 saw a 43% surge in calls, prompting the extension of the Instant Message Support Service to seven days a week. In 2021, the Emergency Fund for Women & Children was launched, distributing over €1.5 million to services across Ireland. That same year, the Maternity Project and Employer Engagement Programme were established.

In 2023, Women's Aid helped secure statutory paid domestic violence leave and launched <u>dvatwork.ie</u>, a support hub for employers. In 2024, it published groundbreaking research into the harms of pornography and a report on Intimate Partner Abuse experienced by Disabled Women in Ireland.

Today, Women's Aid stands as a beacon of hope and resilience. With five decades of impact behind us, the organisation remains steadfast in its mission: to create an equal Ireland free from all forms of violence against women. The journey continues—until every woman is safe.

"I feel better now talking to you, I feel more empowered, I know to trust my intuition."

## Collective disclosures to the National Freephone Helpline and Face-to-Face Support Services\*

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.

	2024	2023	2022	2021
Disclosures of Abuse against Women (HL and SVS): Total	41,432	35,570	28,579	28,096
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
Disclosures of Abuse against Children (HL and SVS): Total	5,333	4,479	5,412	5,735
Emotional Abuse	5,109	4,253	5,006	5,361
Physical Abuse	142	167	315	282
Sexual Abuse	82	58	91	92

"You don't
know what you've
done for me,
I actually feel heard.
My anxiety was so high
at the beginning of
this call and I feel it
has lessened."

"Thank you for chatting. You do a really good job."

"Really
appreciate the
chance to talk, be
heard and not feel
so alone in t<sup>1</sup>
mess.



\* Women's Aid services are survivor led, therefore disclosures to our services are based on what women choose to tell us during calls or meetings, rather than a process of systematic questioning. Therefore these probably represent an underreporting of tactics of abuse experienced.

## Domestic abuse against women

## **Emotional Abuse**

**25,441** disclosures

- Verbal abuse
- Isolation from family/friends
- Blaming the victim for abuse
- Belittling
- Undermining
- Threats to take the children from her or threat to gain full custody
- Coercive control
- Threats to kill
- Damage to belongings
- Denying the abuse is happening
- Threat to self-harm suicide
- Monitoring whereabouts
- Accused of parental alienation
- Harassment
- Threat with a weapon
- Gaslighting

- Stalking
- Threats to kill/harm her family/children/pets
- Prevented from leaving the house
- Cyberstalking
- Threat to make homeless
- Using legal system to further abuse woman



## Physical Abuse

- Beaten
- Thrown/Pushed
- Hit
- Punched
- Strangled/choked
- Kicked
- Assaulted with a weapon (i.e., hammer, golf club, hurl, gun)

- Attempted homicide
- Bitten
- Stabbed
- Hair Pulling
- Teeth broken.
- Harm with knives including cutting and stabbing

9,590 disclosures



## **Economic Abuse**

- No access to family finances
- Putting into debt
- Not paying maintenance
- Abuser who will not contribute to paying any utilities or bills, despite earning
- Emptying bank accounts

- Gambling family money
- Not allowed access to employment
- Uses tactics to disrupt work
- Under pressure to give up work
- No access to a bank account

4,522 disclosures

## Domestic abuse against children

## 5,333 Disclosures

5,109
disclosures
of emotional
abuse

**82**disclosures
sexual abuse

disclosures of physical abuse

## **Types of abuse**

- Emotional abuse including verbal abuse, name-calling and being threatened with violence.
- Physical abuse including slapping, hair pulling, assault with weapons.
- Children, including infants, hurt by the abuser as they attacked the mother.
- Sexual assault and molestation.
- Witnessing domestic violence against their mother.
- Children forced to go on access visits with an abusive father.
- Mother-Child bond deliberately damaged by abuser.
- Older children abused by fathers through the use of technology.

## **Abuse during access**

Women reported that they were subjected to abuse during access visits **786** times and that children were being abused and neglected while on access visits numbering **216** times.

Where women indicated that they felt their children were at risk of emotional, physical and/ or sexual abuse, the 24hr National Freephone Helpline recorded **337** contacts where there was a social worker involved in the case.

Annual Impact Report 2024

## Impacts of domestic abuse against women and children

The mental and physical impacts of domestic abuse including coercive control on a woman's health and well-being are significant and can be long lasting and wide ranging. The ultimate cost, in some extreme cases, can be fatal due to homicide and suicide.

## **Physical impacts include:**

- Broken bones and broken teeth.
- Bruising.
- Nausea.
- Acquired brain injury.
- Nerve damage.

- Damage to throat and neck due to non-fatal strangulation.
- Loss of consciousness.
- Miscarriage.



## **Mental and emotional impacts include:**

- Depression, anxiety, panic attacks, fear.
- Post Traumatic Stress Disorder (PTSD).
- Feeling alone with nobody to turn to.
- Suicidal ideation and attempted suicide.
- Hyper-vigilance.

## Other impacts include:

- Living in, or being at risk of, poverty.
- Fear of homelessness and homelessness.
- Living in fear of deportation or the threat by abuser of spousal visa not being renewed.

## Children experience both short-term and long-term effects of domestic abuse.

These include:

- Guilt.
- Anger.
- Insecurity and anxiety.
- Difficulty with sleep, including nightmares.
- - Flashbacks.
  - Lower self-worth.
  - Difficulties at school.

However, it is important to remember that some children may not exhibit any negative effects.



## Pets and Animals as a Tactic of Abuse

In 2024, Women's Aid continued to document and respond to the deeply distressing use of pets and animals as a tactic of coercive control and abuse. The data collected through our Helpline and frontline services reveals a disturbing pattern: perpetrators frequently exploit the emotional bond between women and their animals to instil fear, assert dominance, and punish or manipulate their partners.

Reports included threats to harm or kill pets, abandonment, physical abuse of animals, and using pets as leverage to control women's movements or decisions. In many cases, women were prevented from accessing their pets, had animals stolen or hidden from them, or were falsely reported to authorities in an attempt to discredit or isolate them. Some callers described pets being poisoned, starved, or killed in front of them or their

children. Others were forced to leave beloved animals behind when fleeing abuse, or were unable to access refuge accommodation because they could not bring their pets.

These incidents are not isolated—they are part of a broader pattern of psychological and emotional abuse. The cruelty inflicted on animals is often mirrored in the treatment of women and children in the home. The trauma of witnessing or fearing harm to a pet adds another layer of suffering and can be a significant barrier to seeking help.

Women's Aid continues to advocate for greater awareness of this form of abuse: as a marker of high risk behaviour, and for services that recognise the importance of the human-animal bond in safety planning and support.

## **Statistics:**

In 2024, Women's Aid recorded 44 cases where pets and animals were used as part of coercive control and abuse. These cases reveal a disturbing pattern of cruelty, manipulation, and psychological torment, where perpetrators weaponised the emotional bond between women and their animals.



## 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.

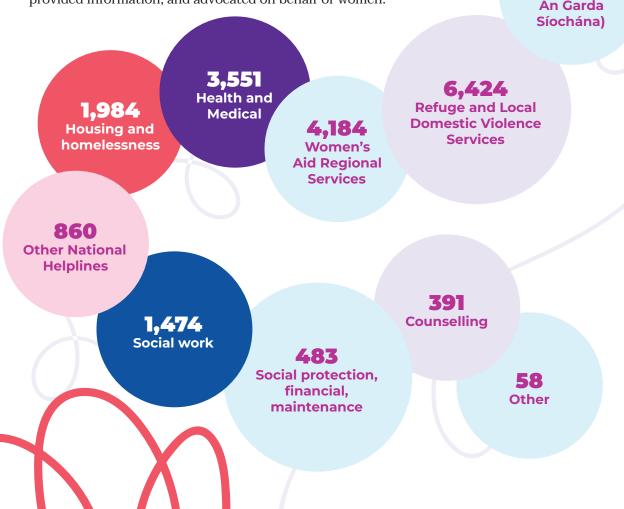
**33%**abused
by an
ex-partner

	2024	2023	2022	2021
Abuser	%	%	%	%
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

## **Referrals, Provision of Information and Advocacy**

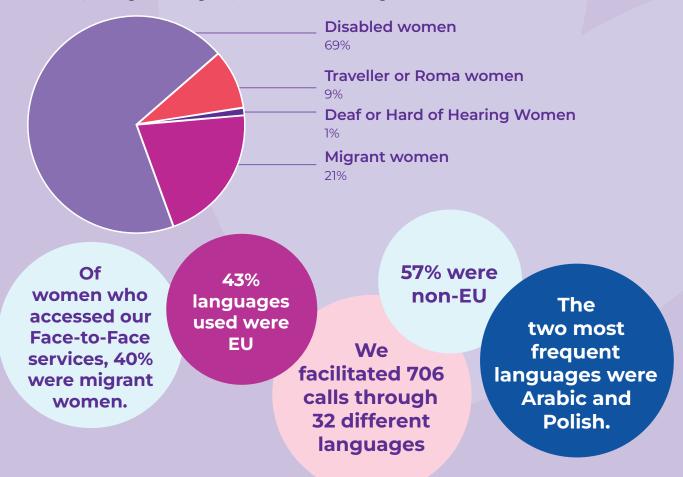
On **31,323** occasions the Women's Aid National Freephone Helpline and Regional Services made referrals to other agencies, provided information, and advocated on behalf of women.

**11,914**Legal (including
An Garda
Síochána)



## Supporting women facing additional barriers

**1217** callers to the **National Freephone Helpline** identified as being deaf/hard of hearing, Disabled, coming from a Migrant, Traveller or Roma background.



In 2024, **2,722** callers to the Women's Aid 24hr National Freephone Helpline disclosed that they had contacted An Garda Síochána for support for domestic abuse. **1,099** callers found the Gardaí to be helpful (**56%**) while **853** callers found the Gardaí to be unhelpful (**44%**).



## Specialist Training and Development Activity 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

	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	351	510		



## Strategic Communications Activity 2024

In 2024, Women's Aid continued to advocate for social change and create awareness on the prevalence and harms of domestic abuse against women and children, as well as intimate relationship abuse against young people.



## **Fundraising Activity**

More than 5,000

people supported our Direct Mail appeal programme

Over

700 donors gave monthly donations

transformational gifts in wills and in memoriam gifts

people took part in the Cold Swim for Women

430 ran the Women's Mini

1,135 people took part in the Walk 80K in February

1,749 **Marathon for** people took part Women's Aid in Walk 100 Miles in September ran the Dublin

Women's Aid 540 people hosted **International** Women's

Day coffee mornings

**Marathon for** 

#TEAM WOMEN'S COAIC

Team Women's Aid at the VHI Women's Mini Marathon

Annual Impact Report 2024

## Section 4 Plans for 2025 and Beyond

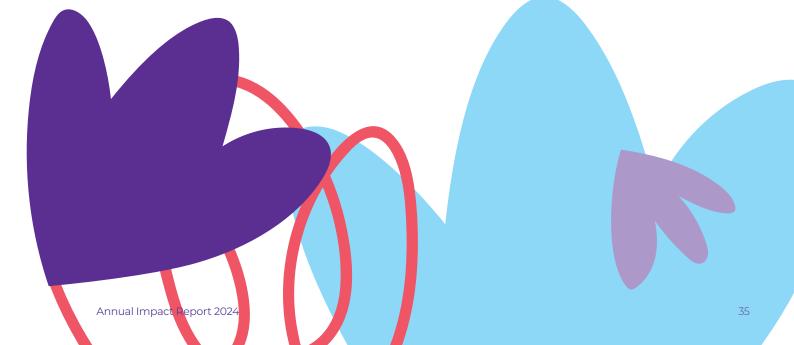
# Plans for Future Periods

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. During 2025 the National Helpline will continue to expand the hours of Instant Messaging Support, available via both <a href="https://www.womensaid.ie">www.womensaid.ie</a> and <a href="https://www.toointoyou.ie">www.womensaid.ie</a> and <a href="https://www.toointoyou.ie</a>.



- 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 Siochana 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 longstanding engagement with survivors who wish to be agents for social change with creation of a comprehensive survivor engagement policy

of an innovative Survivor Empowerment Project during 2025.

and planning for delivery

- 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 <u>Study on Familicide & Domestic and Family Violence Death Reviews</u>. We will also be monitoring the implementation of recent legislation that has been enacted, such as Coercive Control; Non-Fatal 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.



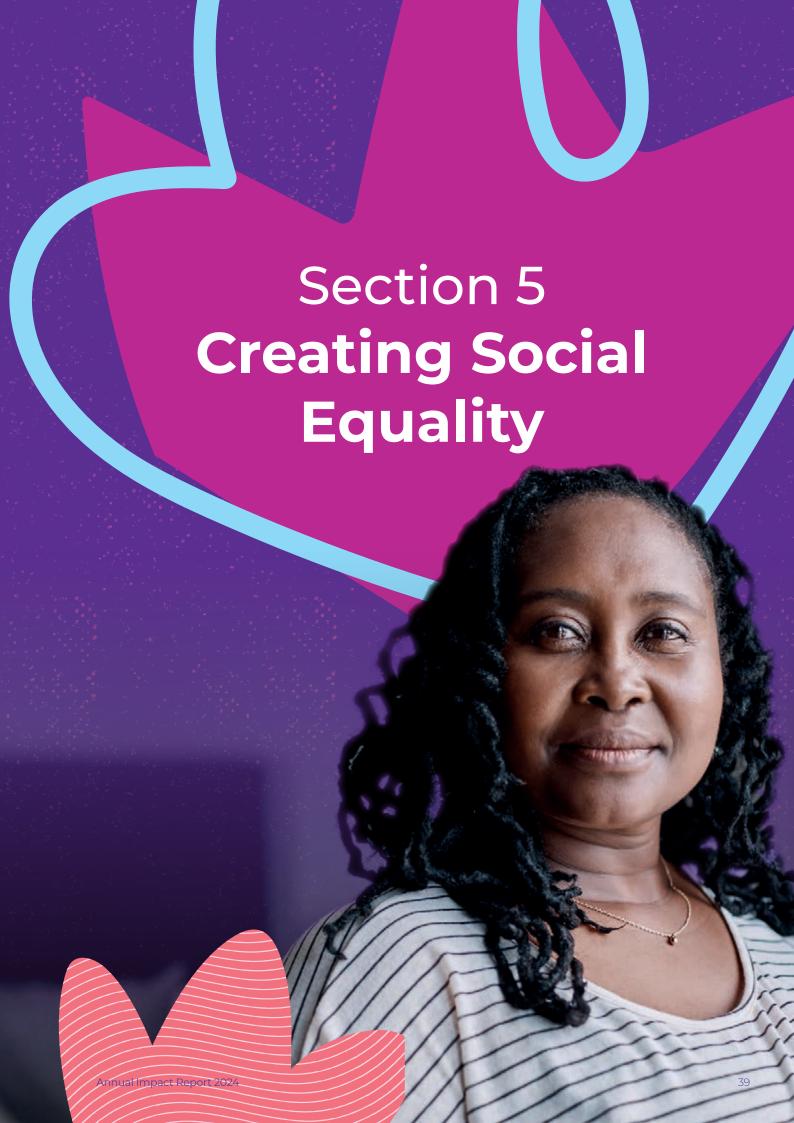


- Women's Aid concluded the fourth and final year of its Too Into You project pilot in 2024. An independent Evaluation report was considered, and the project is now on a permanent footing as a key strand of Women's Aid work, designed to promote healthy intimate relationships and support young people, 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.

38 Women's Aid





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

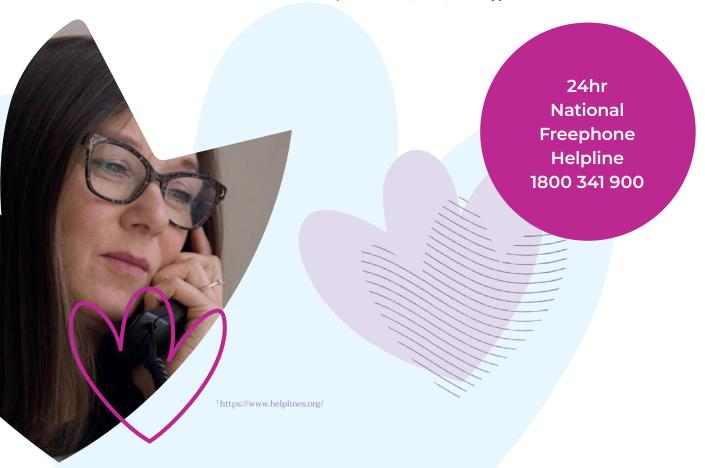
Over-arching Goal: To deliver a coordinated and coherent programme of work comprising direct services, training, education, advocacy, and awareness raising work that is focused on prevention, support and driving positive social change.

# **National Freephone Helpline Services**

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 Partnership¹ 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.



### National Freephone Helpline Key Outputs 2024

During 2024, there were a total of 24,396 contacts with the National Freephone Helpline. Compared to 2023, this represents a 17% 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
National Freephone Helpline Total	24396	20891	23566	21126
Helpline Calls Responded to	21151	18077	20905	18911
IMSS	2135	1768	1808	1420
Emails	1110	1046	853	895
Hours talk time (IMSS and HL Calls)	4567	4112	3940	3863

### 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. Some 43% of languages used were EU, while 57% were non-EU.

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



"You've been very caring and a great listener. You've given me some insight and inspiration. Thanks for being there for me."





# **Instant Messaging Support**



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 or 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.

There were 2,135 online Instant Messaging Support conversations with the Helpline team during 2024.

"I rang this helpline tonight completely defeated and you took me out of that vortex I've been sucked into of thinking he has all the power and control. You used words like brave, strong and commendable and an amazing mom to my child and for the first time I saw myself in a different light and I believed you, thank you so much for helping me and I truly mean that."

"Women's Aid helped me to save my life. I thought I was going to die; I was at a crossroads and if it wasn't for you, I'd never would have left the abuse. You have no idea how grateful I am for the helpline. I tell every woman how amazing Women's Aid is because it helped me do a 180 in my life and if there is anything going on just to give them a call".

"I called Women's Aid in desperation. Not thinking that I would get clarity, more just needing someone to talk to. The kind voice that talked to me for over 20 mins gave me a glimpse that it wasn't my fault and that in fact, this is abuse. It doesn't matter whether it's bruises or breakdowns, the outcome is still the same."

"You have made me feel validated so thank you for that. I didn't class my experience as abuse, but I can see now that it is. Nobody has ever said that I am a good mum before."

"This was fantastic support and helped me a lot with getting my friend to continue to move forward. She's a lot more determined at the moment, and this wouldn't have happened without your support and advice."

"Thank you so much for the very helpful guidelines and support. I will read this carefully and share with my daughter. It is so good to know help is always only a phone call away."



# Regional Face-to-Face Services

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)
- · Maternity Outreach Support Service
- · Counselling project

	2024	2023	2022	2021
Regional Services Contacts				
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
Total	7,748	7,747	7,663	5,780

2024	2023	2022	2021
486	371	389	276
812	868	890	572
333	319	267	290
188	147	53	31
1,819	1,705	1,599	1,169
	486 812 333 188	486 371 812 868 333 319 188 147	486 371 389 812 868 890 333 319 267 188 147 53



# 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.

# 1,819 women who we supported through our direct services

# **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 gardaí 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.

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.

# 1,454 were accessing our services for the first time

365
received support previously

# 937 face-to-face/support visit contacts

# **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.)



"I would not have been able to go to court without Women's Aid."

# Domestic Abuse Information and Support Service (DAIS):

# A Drop-In Service for Women in Dolphin House Family Law Court

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  $9.30~\rm am-4.30~pm$  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.

"I went into Dolphin House yesterday and spoke for a couple of hours with Women's Aid, they were amazing and helped explain the abuse and the control I've been experiencing. They helped me with my application for a safety order, and I did get it yesterday."

"Just to also say that I received wonderful support and guidance when I was in search of the barring order from your colleague who I met in Dolphin House. She is amazing at what she does and provided crucial support to me during this incredibly difficult time."

# **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.

# **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 though 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 7th 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-termination 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.

### **Counselling Project**

The Women's Aid Counselor Project pays for up to six sessions of therapy for women who have engaged with the Women's Aid Outreach Support Service. Women who have disengaged or are about to disengage from the Outreach Service can be referred to the Counselling Project, by their Outreach Worker.

The Outreach Worker will provide the woman with the various accrediting body websites and if necessary, will support the woman to find a therapist, in her community. There are specific criteria regarding who can be referred and it is hoped that it will ease the transition for women who no longer need Outreach support. This initiative is funded by Women's Aid exclusively through fundraising.

In 2024, eight women availed of the Counselling Project.

"Thank
you for your
kind message and
support. It has been a very
difficult time for me and
very overwhelming. I truly
appreciate you acknowledging
what I've been through.
Thank you again for your
understanding and for
being there during
this time."

"Thank you,
going over these
small logistical details
has really helped me. You
really, really helped me here,
more than anyone has in a
long time. Thank you for
listening to me, nobody
has really listened to
me in a long time."

"This
was fantastic
support and helped
me a lot with getting my
friend to continue to move
forward. She's a lot more
determined at the moment,
and this wouldn't have
happened without
your support and
advice."

# Referrals, Provision of Information and Advocacy

2024 Stats External Referrals	One-to- One	Maternity	DAIS	Total
Legal (inc. Gardaí)	126	268	298	692
Refuge/Housing	16	41	10	67
Local DV services	10	28	83	121
Social Protection	6	11	4	21
Women's Aid One to One, Court Accompaniment and/or Dolphin House Support and Referral Service	0	0	53	53
Health and Medical	1	7	1	9
Counselling	9	7	2	18
Social Worker	3	16	4	23
Other	25	24	9	58
Total	196	402	464	1062

Legal Information	Count
Support and information given	4808
Gardaí	2051
District Court	1565
FLAC	421
DAIS	352
Legal Aid	230
GP	167
Hotline.ie	5
Transferred call	4

Housing/Homeless	Count
Support and information given	847
Local Authority	527
Homeless Agency Service	302
Threshold	143
Focus Ireland	59
Simon Community	22
Transferred call	17



# Internal and External Emergency Fund for Women and Children



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

# **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.



# 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\* 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.

# 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 independent 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:

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

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

"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]

"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 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."

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

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

# Women's Aid External Emergency Fund

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 domestic violence 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.

# **Training and Development**

# 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.

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		

# **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.



# 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 27th November 2023. Employees experiencing domestic abuse are now entitled to up to five days domestic violence leave at full rate of pay.

Employees
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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.

During 2024
Women's Aid
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its bespoke training
offering to a wide variety of
employers from all sectors
wishing to implement
Domestic Abuse
policies

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

Healthcare
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symptoms and signs
of domestic abuse

Regular specially designed hospitalbased awareness campaigns increased visibility of the issue

# **Trends and Reflections** for Training

# The data from 2024 reflects several important trends:

Sustained growth in demand for training, particularly in healthcare and workplace settings.

A strategic focus on depth of engagement, with more organisations opting for multi-level or repeat training.

A shift toward quality over quantity in awareness sessions, prioritising meaningful engagement over large numbers.

Continued integration of survivor voices and lived experience into training content, ensuring relevance and impact.

We are proud of the reach and impact of our training work, but we also recognise the ongoing need. Domestic abuse remains a pervasive issue in Irish society, and education is one of the most powerful tools we have to challenge it.

# **Training plans for 2025**

In 2025, we aim to:

**Expand** the Maternity Project to additional healthcare settings, including general practice and public health nursing.

Strengthen our evaluation processes to better capture the longterm impact of our training.

Increase our capacity to deliver DV@Work training, responding to growing demand from employers.

Develop new sector-specific training modules, including for the legal and housing

sectors.

Together, we are building a more informed, compassionate, and responsive society—one training session at a time.



# Strategic Communications

Raising Public
Awareness of Domestic
Violence and Abuse

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.

# Public Awareness and Campaigns

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.



### **Ladbible Ireland**

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.



# 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





# 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

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.

Awareness materials were also distributed to all

of the maternity units across the country

# 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.

# **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.

Annual Impact Report 2023

40,048
disclosures to our
National Freephone
Helpline and Regional
Face-to-Face services

during **28,638** 

contacts in 2023

18%

increase on the previous year and the highest ever recorded by Women's Aid



Women's Aid became the Charity Partner of Shamrock Rovers F.C which saw the Charity benefit from a percentage of ticket sales. Shamrock Rovers celebrated the partnership with a to specially designed season ticket which included the Women's Aid Helpline number. Pictured at the launch of the partnership (L-R): Aaron McEneff, Jess Hennessy, Lee Grace, Stephanie Zambra, Sarah Benson, Graham Burke, Aine O'Gorman

# **Strategic Research**

# More Harm, More Barriers, More Silence: Exposing the Hidden Abuse of Disabled Women

In October 2024, Women's Aid, in partnership with Trinity College Dublin and the Disabled Gender-Based Violence Taskforce, launched a groundbreaking research report titled *Disabled Women's Experiences of Intimate Partner Abuse in Ireland*. This vital study sheds light on the unique and often invisible challenges faced by disabled women experiencing abuse from intimate partners.

The findings are stark and deeply troubling. An overwhelming 98% of participants reported that their disability significantly impacted their ability to seek help and cope with abuse. Many described how abusers — often in the role of carer — weaponised their disability, withholding medication, denying basic care, and using their impairments to undermine their credibility as parents or partners. Abuse was not only physical or emotional, but also deeply entwined with the women's dependence on others for daily living.

The report also revealed that 60% of disabled women experienced abuse specifically related to their disability, including being denied support for basic needs like mobility, hygiene, and communication. 70% reported verbal abuse targeting their disability, and 68% felt professionals were less likely to believe them because of their disability status.

This research highlights a critical gap in Ireland's domestic violence response: services are often inaccessible, under-resourced, and not equipped to meet the specific needs of disabled women. Many survivors reported feeling isolated, disbelieved, and excluded from support systems that should protect them.



Sarah Benson, CEO of Women's Aid (far left) with the research team at the launch of the report. (L-R) Professor Stephanie Holt, Trinity College Dublin; Dr Susan Flynn, lead investigator on the research project, Trinity College Dublin; Sowmia Lakkshme Sundaresan, Trinity College Dublin; and Dr Aoife Price, Disabled Gender Based Violence Taskforce.

58 Women's Aid

Women's Aid is calling for urgent action, including:

- · Improved accessibility of domestic violence services and the court system;
- Specialist training for legal professionals, support workers, and disability service providers;
- Inclusion of disabled women's needs in the Government's third national strategy on domestic, sexual, and gender-based violence.
- In a move to ensure accessibility, the Executive Summary of the report was made available in Irish Sign Language and Plain English, setting a new standard for inclusive research dissemination.

This campaign reinforces Women's Aid's commitment to ensuring that no woman is left behind in the fight against intimate partner abuse. By amplifying the voices of disabled women, we are working to dismantle the barriers that silence them — and to build a society where every woman can live free from fear and harm.



# Facing Reality: Confronting the Harms of Pornography

In October 2024, Women's Aid launched a landmark research report titled Facing Reality: Addressing the Role of Pornography in the Pandemic of Violence Against Women and Girls. This powerful initiative, developed in partnership with the Sexual Exploitation Research and Policy (SERP) Institute and funded by Community Foundation Ireland, represents a critical intervention in the national conversation on gender-based violence.

The report presents stark findings: mainstream pornography is increasingly violent, degrading, and widely accessible — including to children. It documents how acts such as strangulation, verbal abuse, and spitting are now commonplace in pornographic content, blurring the lines between sex and sexual violence. These portrayals are not only harmful in themselves but are actively shaping the sexual attitudes and behaviours of both adults and young people in Ireland.

The research underscores a disturbing reality: pornography is not a private matter of consumption, but a public issue with farreaching consequences. It contributes to the normalisation of misogyny, distorts healthy sexual development, and undermines efforts to achieve gender equality. The report also highlights the urgent need for a coordinated response that includes public education, child protection, and regulation of the pornography industry's exploitative business model.

Below: Sarah Benson, CEO of Women's Aid with Denise Charlton, CEO of Community Foundation Ireland and Ruth Breslin, Director of the SERP Institute at the launch of the research report.



Women's Aid is calling for decisive action. We are advocating for:

- Comprehensive relationship and sexuality education that addresses the influence of pornography;
- Stronger protections for children and young people online;
- Public awareness campaigns to challenge harmful norms;
- · Policy reform to hold the pornography industry accountable.

This campaign builds on previous research showing widespread public concern in Ireland about the impact of pornography on society. By commissioning *Facing Reality*, Women's Aid has taken a bold step in confronting a deeply entrenched and often overlooked driver of violence against women and girls.

As we continue our work to end domestic and sexual violence, this report serves as both a wake-up call and a roadmap. It reminds us that to create a safer, more equal society, we must be willing to face uncomfortable truths — and act on them.

# **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...

# **Breaking the Silence:**

Supporting Pregnant Women Experiencing

**Domestic Abuse** 

In November 2024, Women's Aid published the independent evaluation of its pioneering Maternity Project, a three-and-a-half-year collaboration with four of Ireland's leading maternity hospitals. The project aimed to improve the response of maternity services to pregnant women experiencing domestic violence and coercive control — a time of heightened vulnerability and risk.

The findings were sobering. A significant number of pregnant women subjected to abuse reported that fear, shame, and concern about having their children taken away prevented them from disclosing their experiences to maternity staff[1]. These barriers to seeking help often left women isolated during one of the most critical periods of their lives.

In response, the Maternity Project delivered specialist training to nearly 350 maternity care professionals, equipping them with the knowledge and confidence to recognise signs of abuse and respond appropriately. The initiative also introduced hospital-based awareness campaigns and created disclosure-friendly environments across participating hospitals, including The Rotunda, The National Maternity Hospital, The Coombe, and Cork University Maternity Hospital.

A key innovation was the establishment of a dedicated one-to-one support service in the three Dublin maternity hospitals. This service provided same-day support to 379 women referred by hospital staff, ensuring timely and compassionate intervention.

The evaluation, conducted by the Centre for Effective Services, found that the project had a positive impact on both staff and patients. Maternity professionals reported increased preparedness to ask about abuse and respond to disclosures, while women accessing care felt more supported and informed.

Importantly, the majority of women surveyed expressed support for routine screening



for domestic abuse throughout pregnancy
— a clear call for systemic change in how
maternity services address this issue.

This project exemplifies Women's Aid's commitment to early intervention, trauma-informed care, and systemic advocacy. By embedding domestic violence awareness into maternity care, we are not only protecting women but also safeguarding the wellbeing of future generations.

As we look ahead, Women's Aid is advocating for the national rollout of this model, ensuring that every pregnant woman in Ireland has access to safe, supportive, and informed care — no matter where she lives.

# Maintaining Momentum: Celebrating 50 Years of Women's Aid

In 2024, Women's Aid marked a major milestone — 50 years of unwavering advocacy, support, and action to end domestic violence against women and children in Ireland. To commemorate this landmark anniversary, we hosted a national conference titled *Maintaining Momentum* at the Clayton Hotel, Cardiff Lane, Dublin. The event brought together over 200 stakeholders, professionals, and allies from across the country to reflect on our progress and renew our collective commitment to gender equality and zero tolerance for violence against women.

The conference opened with powerful addresses from Women's Aid Chair Ailbhe Smyth and CEO Sarah Benson, who reflected



on the organisation's origins in 1974 and outlined the day's agenda. The tone was set by spoken word artist Natalya O'Flaherty, whose performances — *Think* and *Not Like Other Girls* — resonated deeply with attendees. A poignant floral installation of 267 flowers stood at the heart of the venue, each bloom representing a woman whose life was taken by violence, as recorded in our Femicide Watch.

The day featured two plenary sessions and six breakout discussions, with over 30 speakers and panellists exploring critical issues such as coercive control, the impact of abuse on children, and the role of men in ending gender-based violence.





Sarah Benson, CEO of Women's Aid with Ailbhe Smyth, Chairperson of Women's Aid and Finian Murphy, author of the 'Evolving Manhood' Research.

A key highlight was the launch of *Evolving Manhood: Attitudes, Influence and Well-being Among Irish Men*, a new research report developed in partnership with Core. The study, based on a nationally representative survey of 1,000 adults, examined perceptions of masculinity and the importance of male allyship in achieving gender equality.

Women's Aid emphasised that real progress requires men to be active participants in dismantling harmful norms and promoting equity — not only in relationships, but across all areas of society, including politics, business, and

caregiving.

The conference also featured two exhibitions: one chronicling Women's Aid's five-decade journey of activism and impact, and another showcasing the Too Into You Valentine's popup shop, with ambassadors engaging attendees on the importance of healthy relationships for young people.

We extend our heartfelt thanks to all speakers, attendees, staff, and volunteers who made the day so meaningful. Special thanks to our sponsors Arthur Cox, Allianz, and Core. Together, we are maintaining momentum — and building a future free from violence.



# Femicide Watch 2024

# What is Femicide?

Each year we publish updated figures on the number of women killed by their partners or expartners since we began collecting data in 1996.

Femicide is broadly understood as the killing of women and girls by men. It differs from male homicide in specific ways as most cases of femicide are committed by partners or ex-partners. It is a term used to describe killings of women and girls precisely because they are women and girls.

Femicide is both a cause and a result of gender inequality and discrimination, both of which are root causes of all violence against women.

Femicide is often linked to ongoing emotional, physical, sexual and economic abuse including coercive control perpetrated by a partner or ex-partner against a woman. The understanding of femicide as the murder of a woman because of her gender is important.

We know that although men are much more likely to be victims of homicide in general at the hands of a wide range of perpetrators, women who are murdered are highly likely to have been murdered by an intimate partner, ex-intimate partner or family member.

# Why do we track Femicide figures?

Domestic violence and abuse kills women. It kills children too. The types of abuse and behaviour that precedes intimate partner femicide mirrors what we hear from women each day on our 24hr National Freephone Helpline 1800 341 900 and at our regional support services.

We know just how dangerous domestic violence abuse can be and that unfortunately, the horrendous catalogue of incidents that women disclose to us every day are just the tip of the iceberg. More public awareness of the signs, signals and patterns that lead to femicide is needed.



# In 2024, **5 WOMEN**died violently in the Republic of Ireland

Patricia Muckian Deana Walsh Vanessa O'Callaghan Searon Naughton Mirjana Pap

Number of women who died violently in recent years

**5** in 2024

**9** in 2023

12 in 2022

in 2021

# **Dedication**

Each woman killed violently is an outrage. An absolute tragic loss of life resulting in utter heartache and trauma for those left behind.

The Women's Aid Femicide Watch is dedicated to all women whose voices have been silenced through violence, and whose boundless potential was robbed of them and their loved ones. We also dedicate this work to the bereaved families, friends and communities of women murdered enduring unimaginable pain of loss and absence while left to pick up the pieces.

# Media Coverage and Online Activity Women's Aid had a strong media presence in 2024, gaining over 3,500 mentions in broadcast,

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 50th Anniversary Conference)	220	224	350	
No of submissions	6 (not including election manifesto)	10	13	11

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

Women's Aid

# **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.

"We haven't
been able to find
anywhere at all with any
information and help
until your website
came up."

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.

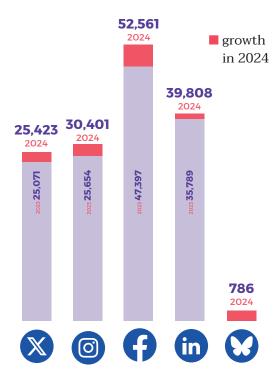
On Instagram, posts with information and other awareness raising content performed strongly, with victim-survivor stories leading engagement on Facebook and Twitter.

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.

Website Sessions	2024	2023	2022	2021
Visits to www.womensaid.ie	263,345	256848	330727	213206
Visits to www.toointoyou.ie	144,131	63138	29758	17122
Visits to www.dvatwork.ie	3,053	4048		
Total	410,529	324,034	360,485	230,328

# Women's Aid's 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			
Too Into You				
Twitter	737	743		
Instagram	5,500	4,560		
TikTok	1,200	907		
Total	156,416	140,121	107,195	83,551



Combined Social Media Community

# **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:

- · Submission on the National Strategy for Women and Girls (November 2024).
- Submission via questionnaire on Guidelines for Expert Reports in Family Law Proceedings (September 2024).
- Submission to the Courts Service on its ICT, Digital and Data Strategy 2024-2027 (July 2024).
- Submission to the Department of Justice on the Draft Review of Child Friendly Information about the Family Justice System (March, 2025)
- Submission on the NACCA Draft Wellbeing Specification For all primary and special schools (Via Questionnaire)
- 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:

- Properly resourcing and implementing the Third National Strategy on Domestic, Sexual and Gender-Based Violence.
- **Ensuring** that the TNS **commitment to an intersectional focus** is consciously reflected in all actions taken and is fully resourced.
- **Ensuring** that **children are central in all actions** of the Strategy and have a voice in its delivery.
- **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.



# **Too Into You Project**



# Too Into You

Women's Aid runs the Too Into You campaign, aimed at young people aged 18–25. It raises awareness about healthy vs. unhealthy relationships, red flags of abuse, and offers support through its dedicated site, toointoyou.ie. The campaign also reaches friends, families, and professionals, and spotlights the often-hidden abuse in young relationships. Its 2024 public awareness drive 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 unhealthy and controlling behaviours through evidence-based education and public awareness campaigns centred on gender equality.

70 Women's Aid

#### **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, 14th February, to International Women's Day, 8th 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.

The
Relationship Quiz
at toointoyou.ie was
taken
19,900
times.

TooIntoYou Social Media Reach 1,492,401



#### **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.

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	

#### **#TooIntoYou Valentine's Pop-Up Shop**

On Valentine's Day 2024, Women's Aid launched a bold and thought-provoking initiative in the heart of Dublin City Centre — the #TooIntoYou Valentine's Pop-Up Shop, titled *Toxic Delights*. This innovative campaign was designed to challenge young people's perceptions of romance and shine a light on the often-hidden red flags of intimate relationship abuse.

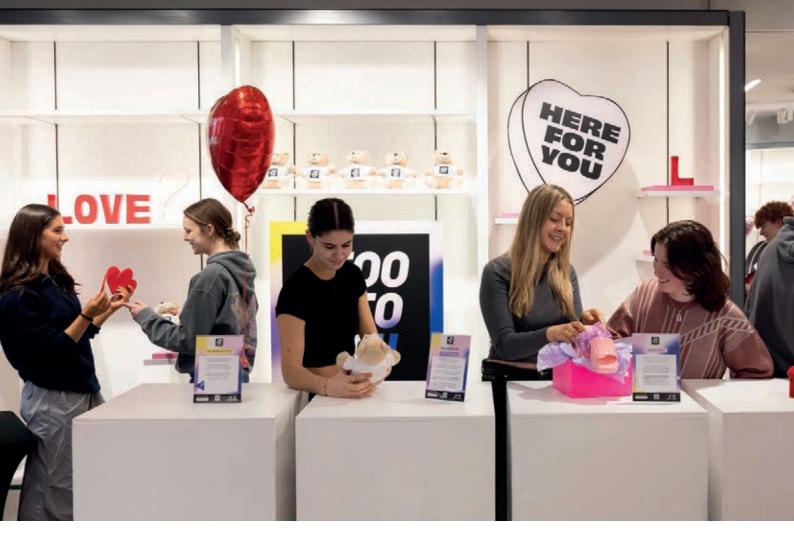
For many, early relationships can be confusing, and harmful behaviours may be misinterpreted as signs of affection or care.



"From years of supporting young women subjected to abuse, we know that it can hide in relationships that appear romantic. This campaign is about sparking a conversation and helping young people reflect on how they are treated in their relationships."

Mary Hayes, the coordinator of the #TooIntoYou campaign

"



The pop-up shop marked the beginning of our four-week national #TooIntoYou awareness campaign, which ran until International Women's Day on March 8th. The campaign aimed to empower young people, particularly young women, to recognise the difference between healthy and unhealthy relationship behaviours. For many, early relationships can be confusing, and harmful behaviours may be misinterpreted as signs of affection or care. *Toxic Delights* sought to disrupt these misconceptions.

Inside the shop, visitors encountered seemingly romantic gifts with a sinister twist — love-heart balloons printed with controlling messages like "Let me see your phone," a GPS tracker disguised as a necklace, and red roses paired with dark warnings. These items were designed to provoke reflection and conversation, highlighting how abuse can be masked by gestures that appear loving on the surface.

The campaign also promoted TooIntoYou. ie, our dedicated website for young people,

which offers resources such as a relationship quiz, red flag indicators, and access to support services. The initiative was supported by the Community Foundation Ireland's Youth Fund and included new video resources tailored to young audiences.

By creatively engaging the public in a highvisibility space, *Toxic Delights* succeeded in raising awareness and encouraging critical thinking about love, control, and consent. It exemplifies Women's Aid's commitment to prevention through education and outreach, ensuring that young people are equipped to identify abuse and seek help when needed.



# Section 6 Building and Nurturing Effective Partnerships



# Strategic Priority 2

## **Building and Nurturing Effective Partnerships**

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

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.

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

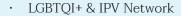
**Ensure that Women's Aid is** recognised as a trusted partner to funders and agencies and other community and voluntary sector stakeholders.

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 crosssector partnerships and strategic relationships, enabling the organisation to collaborate and to remain visible, active and contributing constructively to political, social and other for are sponding 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
- Legal Aid Board External Consultative Forum - Domestic Violence Subgroup



- 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

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 addiction, using homeless services and ethnic minority, disabled and migrant women.



# 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:

Planning for volunteers Valuing and developing volunteers

Vision for volunteering

Recruiting and welcoming volunteers

Volunteer inclusion

Supporting volunteers

The full standard can be downloaded from www.investinginvolunteers.co.uk

# Section 7 Strenthening Capability and Expertise



# Strategic Priority 3

## **Strengthening Capability** & Expertise

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

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 Senior Leadership Team.
- 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.

nnual Impact Report 2024

 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.



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

# 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

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 oftencomplex 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 excellent practice:

- 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.

# 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.



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



# **Fundraising**

In 2024, Women's Aid marked 50 years of listening, believing, supporting and empowering women subjected to domestic abuse. Our generous supporters have been helping us support women through generations. With your support, we won't stop until women are safe from abuse.

As we begin to reflect on the vital progress Women's Aid has made in the first 50 years of existence, the constant support of our donors and fundraisers has been key to the innovation, development and delivery of vital services and campaigns like our Too Into You project and the Emergency Fund for Women and Children. We know domestic violence can happen to anyone; it lives in the shadows. With the support of fundraisers and donors, Women's Aid can change lives. And save lives.



Charities Institute Ireland (CII)
Triple Lock Standard

In 2024, Women's Aid achieved the Charities Institute Ireland (CII) Triple Lock Standard. The Triple Lock is pivotal in maintaining a trusted charity sector as it is essentially a quality mark where CII certify that we adhere to best practice standards in:



#### 1. Ethical fundraising

by adopting the Guidelines for Charitable Organisations on Fundraising from the Public.

#### 2. Financial transparency

by producing annual reports to SORP standard.

#### Governance practice

ov adopting the Charities Governance Code



# Fundraising Income breakdown 2024



Annual Impact Report 2024

## **Fundraising Highlights**

#### **Individual Giving** & Legacy highlights & testimonials

Your loyal and kind support has changed women's lives

In 2024, our supporters gave so generously to Women's Aid, responding to many of our appeals and supporting us with monthly donations.

A community of supporters have helped Women's Aid to support women like Louise, who raised her two lovely daughters, all the while battling years of manipulation and horrific coercive control from her husband. Their care helped her find freedom once again.

For 50 years, our amazing community has shown a clear belief that every woman deserves to be safe. That kindness and steadfast support makes it a reality for so many.

Over 700 giving monthly donations

transformational gifts in wills and in memoriam gifts

5,000 people

supporting our Direct Mail appeal program

More

than

**€73,283** raised through the Charitable Donation Scheme (tax efficient giving) giving monthly

donations

"Thanks to Women's Aid, I can imagine a better future for myself and my girls. I know I will have support when I need it. I am taking steps. I know he'll soon be out of my life" - Louise

#### **Community & Digital Fundraising**

It is thanks to the amazing people who fundraise on our behalf, that we have been able to help thousands of women and their children to live safer, happier lives, free from abuse. Over the past year, our community has rallied together to show support and solidarity for women subjected to domestic violence.



It was a year of incredible support, and we are grateful to have had community groups, sports clubs, schools, universities, and individuals come together, to get involved in our fundraising activities throughout the year.

From long distance walking challenges and marathons to coffee mornings and cold swims, our supporters have blown us away with their fantastic fundraising efforts. This support will help ensure that generations of women and children in Ireland are free from the terror of domestic violence.





Cold Swim for Women: 1,299 people took part and raised €200,558



Walk 80K in February: 1,135 people took part and raised €102,094



Walk 100 Miles in September: 1,749 people took part and raised €142.391



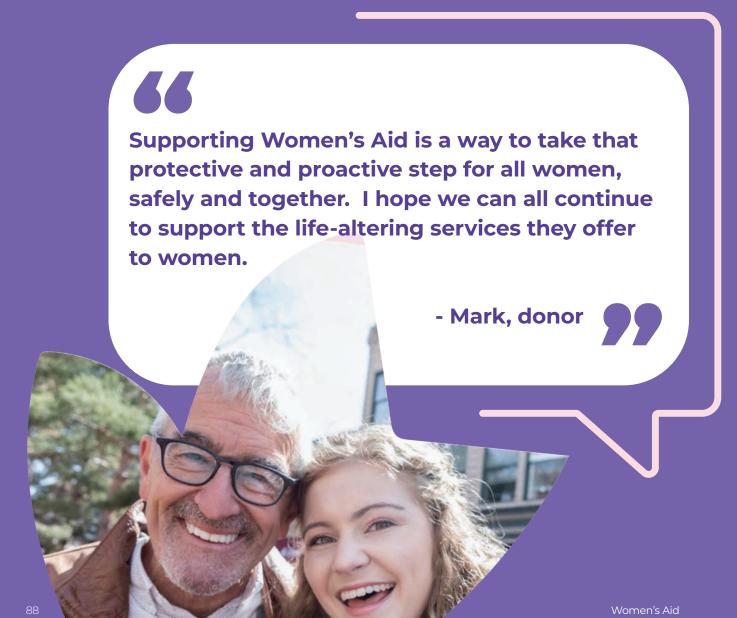
International Women's Day: 540 Coffee morning hosts raising €62,495

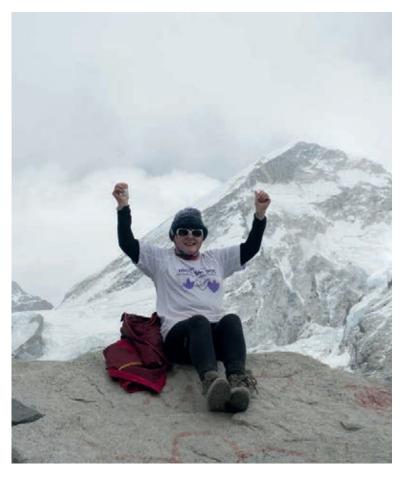


Dublin Marathon: 39 ran for Women's Aid and raised €50,000



Mini Marathon: 430 ran for Women's Aid and raised €20,475





Liz Kiernan at Everest Base Camp in support of Women's Aid



The Gollymockly Whalers take on the Freezbury Challenge for Women's Aid

I chose Women's
Aid because
my family has a long
connection to the
organisation, and I
deeply believe in their
work supporting women
and children affected by
abuse.

I ran the Rome Marathon on St Patrick's Day 2024 and used the opportunity to fundraise through iDonate, sharing training updates along the way.

The goodwill from people was incredible— many had a personal connection to the cause. The day itself was emotional, and I was thrilled with the final fundraising total.

Hopefully, in some small way it raised an awareness of Women's Aid's work - particularly among men.

- Male supporter

Annual Impact Report 2024

## Corporate, Trusts and Foundations

Thanks to our corporate partners and supporters, Women's Aid was able to help more women across Ireland subjected to domestic violence in 2024.

Partnerships including with Allianz Insurance, the Vodafone Foundation Ireland, and Imbibe Coffee, helped us to raise awareness of domestic violence and deliver services to women in need. We are grateful to Abbott, Wolfgang Digital and many other partners for choosing us as their Charity of the Year in 2024.



Women's Aid became the Charity Partner of Shamrock Rovers F.C which saw the Charity benefit from a percentage of ticket sales. Shamrock Rovers celebrated the partnership with a to specially designed season ticket which included the Women's Aid Helpline number. Pictured at the launch of the partnership (L-R): Aaron McEneff, Jess Hennessy, Lee Grace, Stephanie Zambra, Sarah Benson, Graham Burke, Aine O'Gorman



A team of employees from Abbott (Cherrywood) chose Women's Aid as their Charity of Choice in 2023 and 2024, pictured here at a cheque presentation with Sarah Benson, CEO

90 Women's Aid

Through the support of our corporate partners in 2024 and grants given by Foundations, Women's Aid has been able to help more women across Ireland subjected to domestic violence.

We benefited from staff nominations as Charity of the Year with, Ardmac Ltd, Musgraves Wholesale Partners, Smurfit Kappa Group plc and Wolfgang Digital.

We continued very successful partnerships with Imbibe Coffee, YSL Beauté, Allianz, Vodafone the Vodafone Foundation Ireland, and Celtic Anglican Water.

We also received company donations and staff fundraising income from Mitchell McDermott Construction, Ulster Bank, Deloitte, Mason Hayes Curran, Goldman Sachs Gives and many other generous companies.



# Gifts in Wills and In Memoriam

A debt of gratitude is owed to the people who have made a gift to Women's Aid in memory of a loved one, or who have decided to leave a gift in their will to support our work.

A special gift like this to Women's Aid is

a powerful personal act that will transform the future for generations to come. It will help us move sooner to an Ireland where domestic violence is no longer an epidemic of our present, but instead, a shameful past. " I recently made my Will and included a gift to Women's Aid. It's not a solemn thing to do. It's actually a joyful feeling knowing I can help make life better for women in danger after I'm gone."

— Mary



## **Other Income update**

#### **Donated Goods and Services**

It is acknowledged that accessing legal representation can be a challenge for women experiencing domestic violence, due to costs and availability of family law legal practitioners, working in the courts. Women experiencing domestic violence require legal information and support in order to represent themselves in domestic violence and family law proceedings.

McCann Fitzgerald has partnered with Women's Aid since 2019, to provide a legal information clinic to support women experiencing domestic violence who are representing themselves in family proceedings. A new cohort of volunteers was trained on this programme in late 2023 and is now providing monthly clinics on an ongoing basis to women in need of assistance.

This pro bono project was initiated through McCann Fitzgerald's involvement with the Public Interest Law Alliance (PILA).

27 women

received support via the McCann Fitzgerald Legal Clinic in 2024.

DigitalWell generously provide a significant portion of their monthly telecommunications services pro bono to support Women's Aid National Freephone Helpline. 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.

QedON supported our Training and Development Team with the pro bono bespoke development of a new training module for 'allies and informal supporters' using e-learning software. This service is essential to Women's Aid offering of specialist, accredited, In 2024, Women's Aid received donated Goods and Services

€244,501

blended learning to a range of strategic stakeholders.

Arthur Cox have provided invaluable support through a multi-year strategic partnership. In 2024, Arthur Cox provided research assistance for report on the enforcement of Ireland's Coercive Control Offence (June 2024). Arthur Cox volunteers also supported the Women's Aid 50th Anniversary Conference.



#### **Charity Shop Update**

The annual Dundrum Charity Shop designer day took place in December and raised €3,208. This is a much enjoyed local community event in Dundrum and we would like to thank everyone who shops with us, donates stock and volunteers their time.



# 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 the Department of Rural and Community Development (Administered by 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 Cuan: the Domestic, Sexual and Gender-Based Violence Agency mid-2024. 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 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.







# Governance, compliance, and strong leadership



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:

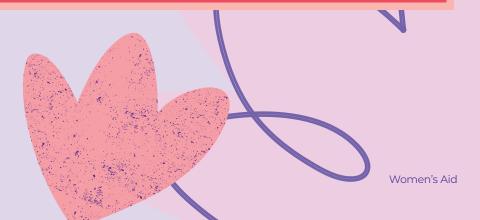
Contracted an independent Board evaluation (commencing January 2025), building on the independent evaluation and skills matrix previously commissioned in 2022, and an internal evaluation conducted in 2023 (review of feedback Q1 2024). This was commissioned in the context of the comprehensive independent 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 and Senior Leadership Team 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 Leadership 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.

Facilitated quarterly leadership away days for senior management to support adaptive leadership during a period of growth.



## **Directors Biographies**

**Ailbhe Smyth** is a long-time campaigner on feminist, LGBT and other social issues. Most recently, she played a leading role in the marriage equality referendum campaign in 2015 and was Co-Director of the Together for Yes campaign to repeal the 8th Amendment. She was the founding head of Women's Studies at UCD where she lectured for many years.



Ailbhe Smyth

Dr. Rosaleen McDonagh is a Traveller woman with a disability. Originally from Sligo, she is the fourth eldest in a family of twenty children. She worked in Pavee Point Traveller & Roma Centre for ten years, managing the Violence Against Women programme, and remains a board member. A playwright and author, she is a regular contributor to the Irish Times and has written ostensibly within the framework of a Traveller feminist perspective.

McDonagh's work includes Mainstream, The Baby Doll Project, Stuck, She's Not Mine, and Rings. Rosaleen has a BA in Biblical & Theological Studies, an MPhil in Ethnic & Racial Studies & an MPhil in Creative Writing, all from TCD. She holds a PhD from Northumbria University. Rosaleen was writer in residence with Tuti Theatre Company in Adelaide, Austrailia in 2019. Corrib Theatre Company in Portland Oregon, USA, are producing 'Rings' a play about a deaf female Traveller in November, 2020.

In 2021 Rosaleen published her highly acclaimed book 'Unsettled'.



Dr. Rosaleen McDonagh

Suzanne Handley; Suzanne in skilled in Finance, Management Accounting, Governance and Organizational Development. She is an experienced Finance Manager with a demonstrated history of working in the not-for-profit and private sectors over the past twenty-five years.



**Dr Salome Mbugua Henry;** Researcher, gender equality activist and human right advocate, Dr Salome Mbugua Henry is a commissioner for Irish Human Rights and has over 20 years' experience of working with under-represented groups in particular women, children, and the youth, in Europe, Africa and internationally.

Founder of Wezesha and AkiDwA - the migrant women's network where she works as the head of operation and strategy. Her strong belief in equality and justice has shaped her career, leading to engagement with policy makers in Ireland, Europe and international level. She serves at various advisory committee, expert groups and boards in Ireland and at European level. She is the co-president of European Network of migrant women and seats in the expert group on violence against women with European Women Lobby, seat on EU expert group on economic migration.

In Sept 2018 she was appointed by Tánaiste to chair the working group developing Ireland 3rd National Action Plan on Women Peace and Security. She serves as the chair of Equality Diversity & Inclusion project board for Public Appointment Services. She is 2015 OHCHR-UN Fellow of people of African Descent and 2010 Eisenhower Fellow on women Leadership.



Dr Salome Mbugua Henry



Martina Quinn is the Founder and Managing Director of Alice PR & Events, an independent, values-led agency that provides accessible and quality communications services to clients in the non-profit, public and private sectors. She has 20 years' experience in PR and, over the course of her career, has worked on issues ranging from gender equality and reproductive rights to climate action, migrant rights, housing and homelessness, and access to education, training and employment opportunities. Her work is underpinned by her belief in PR with a purpose, i.e. the power of communications to effect positive social change.

In addition to her involvement with Women's Aid, Martina is a member of the Board of the Public Relations Consultants Association, the representative body for PR agencies in Ireland. She also sits on the Board of the Liberties Training Centre. In the past, she served as Chair of the Boards of the anti-racism charity Show Racism the Red Card and of D8CEC, which provides second-chance education for adults in Dublin 8 and surrounding areas.



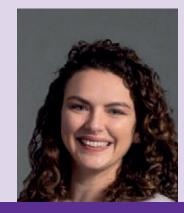
Martina Quinn



**Golda Hession** is a solicitor at Arthur Cox LLP. Golda advises international and domestic companies, as well as public sector bodies, on all aspects of corporate law and governance, as well as a wide range of regulatory and commercial matters.

Golda has a particular focus on corporate governance and securities law issues for listed companies and advises some of Ireland largest companies, with a focus on the financial services, industrials, food & beverage and transport sectors.

Golda holds a BCL (Law and French) from University College Cork, and an LLM (European Legal Studies) from the College of Europe, Bruges. She was admitted as a solicitor in Ireland in 2016.



Golda Hession

**Lucy Maguire** is a qualified Mediator with a Postgraduate Diploma in Conflict and Dispute Resolution. She recently completed an MPhil in International Peace Studies at Trinity College Dublin, with a thesis focused on gender-based violence. Her areas of interest include social justice, diversity, and equality.

In 2005, she was appointed by the Irish Government to chair Ireland's National Action Plan Against Racism, leading the development and launch of one of Europe's first national anti-racism strategies.

Lucy has over 30 years of experience in the Telecoms and Media sectors. She served as Chief Operations Officer at Esat Telecom and was an advisor to Esat Digifone during its successful bid and launch as Ireland's second mobile operator. She is a founding director of the Digicel Group and remained on its Board of Directors until 2023. Most recently, she was Chair of the Communicorp Group until its sale in 2021. The company operated radio stations across Ireland, the UK, and Europe.

She has served on several corporate and non-profit boards, including Independent News and Media, Topaz Energy Group, Ulster Bank Ltd, the Special Olympics World Games (2003), and the Advisory Board of Tesco Ireland. She currently sits on the boards of Women's Aid, the Sexual Exploitation and Research Policy (SERP) Institute, and Ruhama.



Lucy Maguire



**Megan Conway** is a Partner in the Consulting practice at Ernst & Young (EY). She has a particular interest in purpose-driven transformation and has worked alongside a wide variety of companies in Ireland, the UK and more broadly across Europe.

In recent years Megan's focus has been supporting organisations with navigating the energy transition, advising clients how they can use the power of people, technology and innovation to make strides towards net zero.

She is passionate about diversity, equity and inclusion and is the sponsor of EY's Women in Tech network. Megan holds an LLB in Law from the University of Sheffield.



Megan Conway

# Women's Aid - 2024 Performance Summary

#### **Creating Social Equality**

In 2024, Women's Aid continued to deliver a coordinated programme of services, training, education, advocacy, and awareness. The following table summarises our performance against key indicators for this strategic priority.

KPI	Target/Expectation	2024 Result	Notes/Trend
Helpline Contacts	Increase year-on-year	24,396	Up 17% from 2023 (20,891)
IMSS Sessions	Increase year-on-year	2,135	Up from 1,768 in 2023
Language Line Calls	Increase year-on-year	706	Up 15.9% from 609 in 2023
Court Accompaniments	Increase year-on-year	282	Up from 233 in 2023
Maternity Outreach Support	Increase year-on-year	188 women supported	Up from 147 in 2023
Disclosures of Abuse (Women)	Increase year-on-year	41,432	Up from 35,570 in 2023
Disclosures of Abuse (Children)	Increase year-on-year	5,333	Up from 4,479 in 2023
Training Events	Increase year-on-year	184 events, 1,422 participants	Up from 138 events, 1,162 participants
Public Awareness Campaigns	Deliver multiple national campaigns	Multiple national campaigns incl. Stand Strong, Too Into You, Femicide Watch	Strong media and social media reach

#### **Building and Nurturing Effective Partnerships**

Women's Aid has strengthened cross-sector partnerships and stakeholder trust in 2024. The following table summarises our performance against key indicators for this strategic priority.

KPI	Target/Expectation	2024 Result	Notes/Trend
Representation on Fora	Maintain strong presence	18+ national/local groups	Maintained strong presence
Policy Submissions	Increase year-on-year	6 formal submissions	Down from 10 in 2023
Volunteer Engagement	Increase year-on-year	45 volunteers, 2,871.5 hours	Slightly down from 2,928 hours in 2023
Too Into You Engagement	Increase year-on-year	144k website views, 6.1M impressions	Strong growth from 2023

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#### **Strengthening Capability and Expertise**

Women's Aid has ensured the organisation has the systems, resources, and culture to deliver its mission in 2024. The following table summarises our performance against key indicators for this strategic priority.

KPI	Target/Expectation	2024 Result	Notes/Trend
Digital Infrastructure	Implement new systems	New HR system, CRM, Helpline platform	Fully implemented
Staff Training	Ensure all staff receive training	All staff received CPD and trauma-informed training	Organisation-wide initiative
Staff Retention & Engagement	Increase staff numbers and engagement	61 staff (up from 54); engagement survey completed	Positive growth and feedback
Fundraising Income	Increase year-on-year	€2.5M	Met targets under 5-year strategy
Governance Compliance	Ensure full compliance	Triple Lock, Governance Code, Board evaluations	Fully compliant



# Trustee's Report

### **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:

- To provide a range of high-quality, specialised, integrated, domestic violence services
  to protect and assist women and children experiencing domestic violence. These highquality 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.

#### **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.
- Supports the **empowerment** of 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



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#### **Financial Results**

The 2024 financial results are set out in detail on pages 130-132. 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 services 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.

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The available resources as at 31st 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 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 €
6 months operational costs plus costs of closure	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.	2,463,000
HR system	Subscription costs for HR software to support our growing team with time on/off management and our HR function.	6,522
Maintenance of Women's Aid Head Office and Charity Shop	To ensure our buildings are fit for purpose to facilitate essential service delivery.	55,000
Strategic Planning	In early 2025, the Women's Aid strategy 2025-2030 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.	32,000
Internal Emergency Fund for Women and Children 2025-2027	Providing direct, practical assistance to women and their children accessing specified Women's Aid services, for disbursement over three years.	330,000
Too Into You Project costs 2025 & 2026	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.	469,108
Survivor Engagement Programme 2025 & 2026	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.	150,000
Research - 'Custody and access / Irish Family Law System'	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.	36,000

Designated purpose	Description	Amount €
Zero Tolerance Fund	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.	116,930
Counselling project - Services	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, and further support trauma healing.	42,940
Salaries: Employer Engagement Project 2025 & 2026 and Health Trainer salary costs 12 months	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.	322,767
E Learning - Training & Development	Resources to design and develop a new suite of new 'E-Learning' training tools for our Training & Development Department	40,000
Strategic Communications consulting and salary costs 2025 and 2026	Designated to non-funded salary and policy consultancy costs for our Strategic Communications department.	150,146
Homeless Project 2025 -Services	Funds ring-fenced to explore a new co-operative project to improve supports to women subject to domestic abuse, who are in homeless services.	40,000
Women's Aid 50th Anniversary	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	10,000
	Total	4,264,413

#### 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.

#### 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 31st December 2024 are shown in the Statement of Financial Activities on page 130 and are considered satisfactory by the Board.

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#### 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

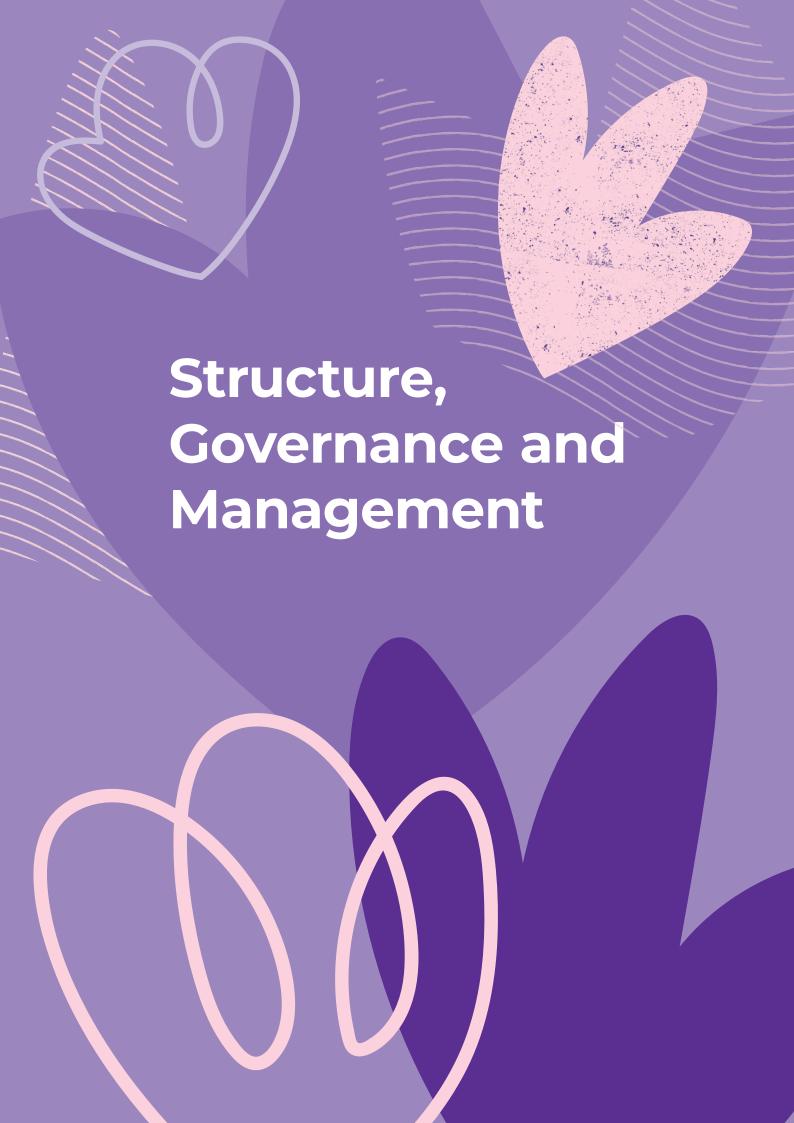
After making appropriate enquiries through a preliminary assessment of Going Concern and review of the 2024 Statement of Financial Activities and Balance Sheet which was prepared by the Financial Controller and reviewed by the Chief Executive Officer and the Finance, Audit and HR Sub Committee of the 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.



# **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)
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)

Department	Staff Count	FTE	Role summary
			4 volunteers* (*not in head count)
Training and Development	7	6.8	Head of Training and Development; Administrator part-time, 4 Trainers, Training Officer
Total	61	49.98	

**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: 2871.5
Equivalent full days donated: 410

	2024	2023	2022	2021
Volunteer hours Total	2871.5	2928	2270	2420.5
National Freephone Helpline	2070.5	2120	1724	1622.5
Charity Shop	588	808	546	798
Too Into You Project	213	n/a	n/a	n/a

#### 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
	8

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.

#### 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)

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 Ordinary 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 Ni 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

<sup>\*</sup>Resigned 19/06/2024

#### **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).

**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.

<sup>\*\*</sup> Resigned 18/09/2024

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.

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 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 Ní Dhomhnaill (\*resigned June 2024), Rosaleen McDonagh, Megan Conway, and Sarah Benson (ex Officio)

Governance and Risk Committee Meetings 2024 Member Attendance						
	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).

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	5/5	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;
  - o they are in breach of Women's Aid 'Code of Conduct' outlined in the Governance Handbook, or
  - o 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.

#### 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 review 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.

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.

### **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.

#### 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 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 in Women's Aid end 2024

- 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 below shows the top risks facing our organisations and the control measures in place, designed to manage or mitigate the risk.

Description	Internal Control Measure(s)
Broader societal/public	Annual publication of Impact and Femicide Reports.
policy conditions not supportive to WA core values & agenda	<ul> <li>Women's Aid statistics are used as a reference point for many Government, Community and Voluntary organisations.</li> </ul>
(e.g. rising levels of misogyny, acceptance of gender inequality,	<ul> <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> </ul>
growing individualism).	<ul> <li>Continue to initiate research projects to feed into recommendations and strategy proposals for public policy, DV supports and justice systems.</li> </ul>
	<ul> <li>Expand and consolidate networking opportunities to collaborate on improved supports for survivors of DV.</li> </ul>
	<ul> <li>Integrating survivor voices into WA work to promote support and awareness, and to expand the reach and impact of fundraising and advocacy campaigns.</li> </ul>
	<ul> <li>Detailed operational plans underway to support WA Strategic Plan 2022-2024's goal of zero tolerance of Domestic, Sexual and Gender Based Violence ('DSGBV').</li> </ul>
	<ul> <li>New strategy developed during 2024 for 2025 - 2029, with supporting operational plan.</li> </ul>
	<ul> <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>
Turbulent economic and political	Three-year Strategic Plan in place. New five-year plan developed in 2024 for 2025 - 2029.
environment	· Fundraising Strategy in place for 2023-2027.
	<ul> <li>Fundraising strategy/plan includes diverse and sustainable funding streams. This is monitored at Management and Board meetings.</li> </ul>
	<ul> <li>Clear goals and measurements in place based on outcome of strategic planning process. These are closely monitored on an ongoing basis.</li> </ul>
	<ul> <li>Maintain strong relationships with statutory funders demonstrating transparency, good governance and positive impact.</li> </ul>
	<ul> <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>

Description	Internal Control Measure(s)
3. Women's Aid does not develop or enhance	• CEO and other key employees prioritise collaborations with cross- sector partners and work to develop strategic relationships.
partner relationships and/or resources that make delivery of	<ul> <li>Organisation seeks funded partnerships for key projects with strategic partners (e.g. research campaigns etc.).</li> </ul>
strategic plan possible	• Women's Aid is represented at a wide range of external working & advisory groups.
	<ul> <li>Women's Aid maintains a range of memberships of strategic campaigns &amp; umbrella organisations.</li> </ul>
4. Termination or reduction in statutory funding grants	<ul> <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> </ul>
	<ul> <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> </ul>
	<ul> <li>Use proactive advocacy work, including collaborations with other relevant organisations to ensure the continuation of funding schemes.</li> </ul>
	<ul> <li>Maintain relationships with core funders and relevant Departments/agencies.</li> </ul>
	• Ensure quarterly, half yearly and annual reports and paperwork, as required, go to the relevant funders on time.
	• Adhere to 'Reserves Policy' of six months of annual expenditure, and wind-up costs, as agreed by the Board.
5. Security of IT systems	· Cloud-based back up system in place.
are compromised due to external malicious attack or a security	• IT support services contract in place with the expert IT firm including basic IT support, security, and system maintenance.
breach	Strong firewall and firewall support system in place.
	Access to sensitive data only given to employees who need it.
	Sensitive files are password protected.
	All employees have their own login credentials, which is password protected.
	<ul> <li>Renewed sign in required every 14 days with dual factor authentication or with each new device sign in.</li> </ul>
	All laptops encrypted.
	· Cloud-based SharePoint system in place.
	• Comprehensive checklist in place to ensure access to IT systems is revoked when employees leave the organisation.
	<ul> <li>Cyber security awareness campaigns run on an ongoing basis to deter and prevent cyber fraud.</li> </ul>
	<ul> <li>Procedures and guidelines for responding to a Cyber Attack are documented, communicated to employees and available in the shared drive.</li> </ul>
	· Implementation of Microsoft Business premium for all employees.
	· Cyber Liability Insurance in Place for 2024/2025.

Description	Internal Control Measure(s)
6. Impact on reputation due to adverse	<ul> <li>Women's Aid is governed by Board of Directors and strong Leadership team.</li> </ul>
publicity	PR/Communications policy in place.
	<ul> <li>Regular review of key risks in communications work by CEO and Head of Strategic Communications and Fundraising.</li> </ul>
	Trained media representatives in place.
	<ul> <li>Ongoing compliance with Charities Governance Code and other relevant regulation.</li> </ul>
	<ul> <li>Ongoing compliance with the 'Guidelines for Charitable organisations for fundraising' from the public guidelines as published by the Charities Regulator.</li> </ul>
	<ul> <li>Finance, Audit and HR, and Governance and Risk Board committees in place.</li> </ul>
	<ul> <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> </ul>
	<ul> <li>Proactive feedback policy in place and publicly available on Women's Aid website.</li> </ul>
7. Fundraising not carried out in accordance with	<ul> <li>Ensure continuing adherence to the standards contained within the 'Statement of Guiding Principles for Fundraising'.</li> </ul>
standards	<ul> <li>Annual review of internal fundraising procedures ensuring compliance with Charities Regulator guidelines &amp; all relevant employees/volunteers are informed thereafter.</li> </ul>
	<ul> <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> </ul>
	<ul> <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> </ul>
	<ul> <li>Ongoing formal interaction between Fundraising and Finance Departments for clear budgeting monitoring and general financial compliance.</li> </ul>
	· Formal stock take carried out with Auditors annually.
	<ul> <li>The 2023 – 2027 Fundraising Strategy is subject to ongoing review.</li> </ul>
	<ul> <li>Membership of Charities Institute Ireland (CII) ensures fundraising employees are actively engaged with learning and best practice.</li> </ul>
	<ul> <li>CII Triple Lock applied for annually, involving an annual guideline compliance review.</li> </ul>

Description	Internal Control Measure(s)
8. Non-compliance / inadequate processes	• Ensure all Companies Registration Office (CRO) requirements are in place.
to ensure compliance, with legislation &	• Ensure registration and compliance with Charities Regulator.
regulation; including	· Ensure compliance with Lobbying Act.
Charity Law, Company Law governing CLGs,	· Ensure Data Protection compliance.
Employment Law, GDPR and Children	• Ensure compliance with the Charities Governance Code through review of all Governance requirements annually.
First etc.	<ul> <li>Attend training/info sessions to keep up to date with compliance requirements.</li> </ul>
	· Ensure compliance with employment law.
	<ul> <li>Regular audit of policies conducted by Senior Leadership Team and Board.</li> </ul>
	<ul> <li>GDPR Policy and Child Protection Policy reviewed by external Law Firm on request, to ensure its compliant and up to date.</li> </ul>
	<ul> <li>External HR/Legal professional services are on-hand to provide advice regarding legislative changes impacting policies including data protection.</li> </ul>
	<ul> <li>Data Protection Impact Assessments (DPIAs) to be carried out and documented as and when required under GDPR policy.</li> </ul>
	<ul> <li>Children First e-learning completed by all employees and volunteers.</li> </ul>
	<ul> <li>Environmental, Social and Governance considerations built into new Company Strategy.</li> </ul>
	<ul> <li>Financial and Governance Compliance - Women's Aid engages an independent Auditor annually and seek a clean audit of SORP accounts.</li> </ul>

#### Statement of Disclosure to the Auditor

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

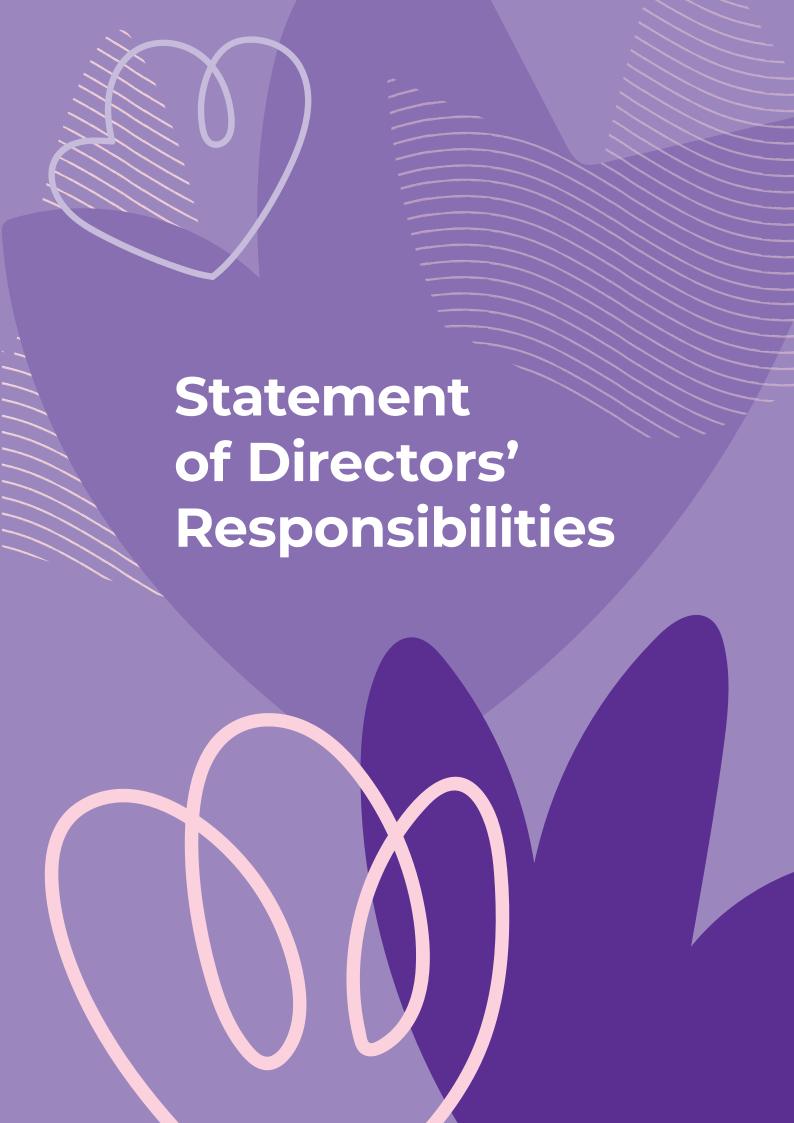
- so far as the directors are aware, there is no relevant audit information of which the company's auditor is unaware, and
- the directors have taken all the steps that they ought to have taken as directors in order to make themselves aware of any relevant audit information and to establish that the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

**Date: 21 May 2025** 



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

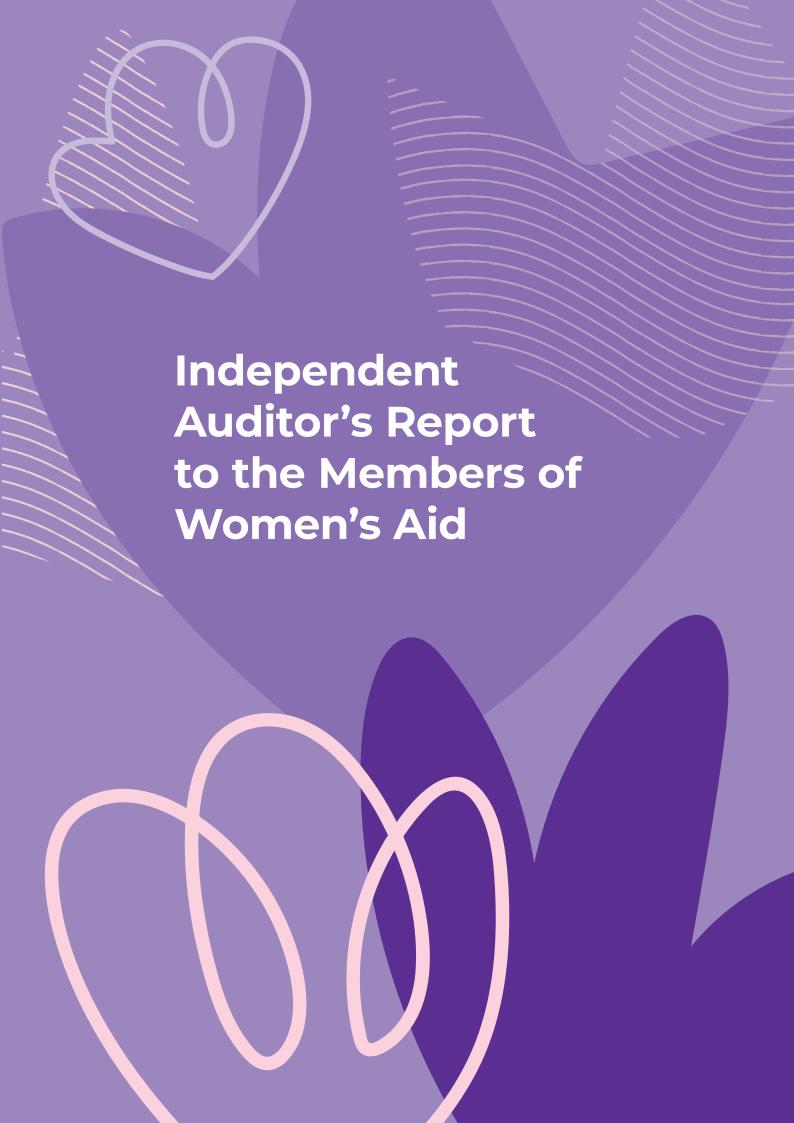
Ailbhe Smyth

**Suzanne Handley** 

**Director** 

**Director** 

Date: 21 May 2025



#### 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.

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.

#### 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: <a href="http://www.iaasa.ie/Publications/Auditing-standards/International-Standards-on-Auditing-for-use-in-Ire/International-Standards-on-Auditing-(Ireland)/ISA-700-(Ireland)</a>. 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.

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

## **Statement of Comprehensive Income for the Financial Year**

For Year Ended 31 December 2024

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

# Women's Aid Company Limited By Guarantee Statement of Financial Position

For Year Ended 31 December 2024

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

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

Ailbhe Smyth Suzanne Handley Director Director

**Date: 21 May 2025** 

# Women's Aid Company Limited by Guarantee Statement of Cash Flows

For Year Ended 31 December 2024

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

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

#### **Notes to the Financial Statements**

For Year Ended 31 December 2024

#### 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.

#### 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  $(\mathfrak{C})$  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.

#### 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.

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.

#### 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 changes 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.

#### 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.

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 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 €
(a) Charitable Activities				
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	-	90,999	90,999	90,999
Total Charitable Activities	-	1,697,401	1,697,401	1,413,926
(b) Donations and Legacies				
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	32,976	100,000	132,976	-
Total Donations and Legacies	2,329,709	178,803	2,508,512	2,427,003
(c) Other Activities				
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	8,978	-	8,978	-
Total Other Activities	648,355	-	648,355	475,989

#### 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:

		2024 €	2023 €
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 insultation to two adjacent meeting rooms	7,625	-
		244,501	41,845

#### 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.

### Cost of Raising Funds

	Total Unrestricted 2024 €	Total Restricted 2024 €	Total 2024 €
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)	42,129	22,535	64,664
	791,124	122,535	913,659

#### Cost of Raising Funds

	Total Unrestricted 2023 €	Total Restricted 2023 €	Total 2023 €
Staff cost	237,145	-	237,145
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)	37,690	23,565	61,255
	641,296	23,565	664,861

#### Expenditure on Charitable Activities

	Total Unrestricted 2024 €	Total Restricted 2024 €	Total 2024 €
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)	330,003	176,518	506,521
	1,918,514	1,856,032	3,774,546

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

	Total Unrestricted 2023 €	Total Restricted 2023 €	Total 2023 €
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)	267,324	167,141	434,465
	1,569,861	1,593,789	3,163,650

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

#### Support costs

	Raising Funds 2024 €	Charitable Activities 2024 €	Total 2024 €
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	10,168	79,642	89,810
	64,664	506,521	571,185

#### Support costs

	Raising Funds 2023 €	Charitable Activities 2023 €	Total 2024 €
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	6,541	46,396	52,937
	61,255	434,465	495,720

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

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

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

#### 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  $\in$ 31 (2023:  $\in$ 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
Total	61	54

Their aggregate remuneration comprised:

	2024 €	2023 €
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
	2,775,191	2,330,561

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:

Salary band	2024	2023
€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
	8	6

These are all full-time employees.

#### 10. Retirement benefit information

	2024 €	2023 €
Retirement benefit charge	72,900	67,483

#### 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.

#### 11. Tangible fixed assets

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

#### 12. Debtors

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

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

### 13. Components of cash and cash equivalents

	2024 €	2023 €
Cash at bank and in hand	5,175,956	5,018,664
	5,175,956	5,018,664

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

	2024 €	2023 €
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
	445,312	573,724

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.

#### 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
Total	249,067	1,724,162	1,613,518	138,422

#### 15. Financial instruments

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

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

## 16. Net cash flows from operating activities

	2024 €	2023 €
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
Net cash inflow from operating activities	172,929	487,921

## 17. Analysis of Net Assets by Fund

	Restricted funds 2024 €	Unrestricted funds 2024 €	Designated funds 2024 €	Total funds 2024 €
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)
Total	3,569	1,362,667	4,264,413	5,630,649

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

	Restricted funds 2023 €	Unrestricted funds 2023 €	Designated funds 2023 €	Total funds 2023 €
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)
Total	111,859	955,327	4,397,401	5,464,584

#### 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.

#### 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 epsilon1 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.

# 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 50th Anniversary	25,000	-	(25,000)	10,000	10,000
Total	4,397,401	-	(804,201)	671,213	4,264,413

# 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 50th Anniversary	-	-	-	25,000	25,000
Total	4,133,288	-	(802,228)	1,066,341	4,397,401

#### 25. Restricted Funds

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

The transfer of  $\in$ 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

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

#### 26. Unrestricted Funds - General

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

## Unrestricted Funds – General previous year

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

## 27. Reconciliation of capital and reserves

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

## 28. Analysis of changes in Net Cash

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

#### 29. Leases

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

#### 30. Grant disclosures

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

	Name of Grantor	Actual Name of Each Individual Grant	Purpose for Which Funds Are Applied and Restrictions	Amount and Term of the Total Grant Awarded	The Amount of the Grant taken to final Income in	Amount of Grant deferred to 2025
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  Capital grant? 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  Capital grant? 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  Capital grant? No	€Nil

## 31. Approval of financial statements

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

## **Management Information**

For Year Ended 31 December 2024 (These pages do not form part of the statutory financial statements)

## **Tusla Income and Expenditure Analysis**

(Transition to Cuan: The Domestic, Sexual and Gender-Based Violence Agency mid- 2024)

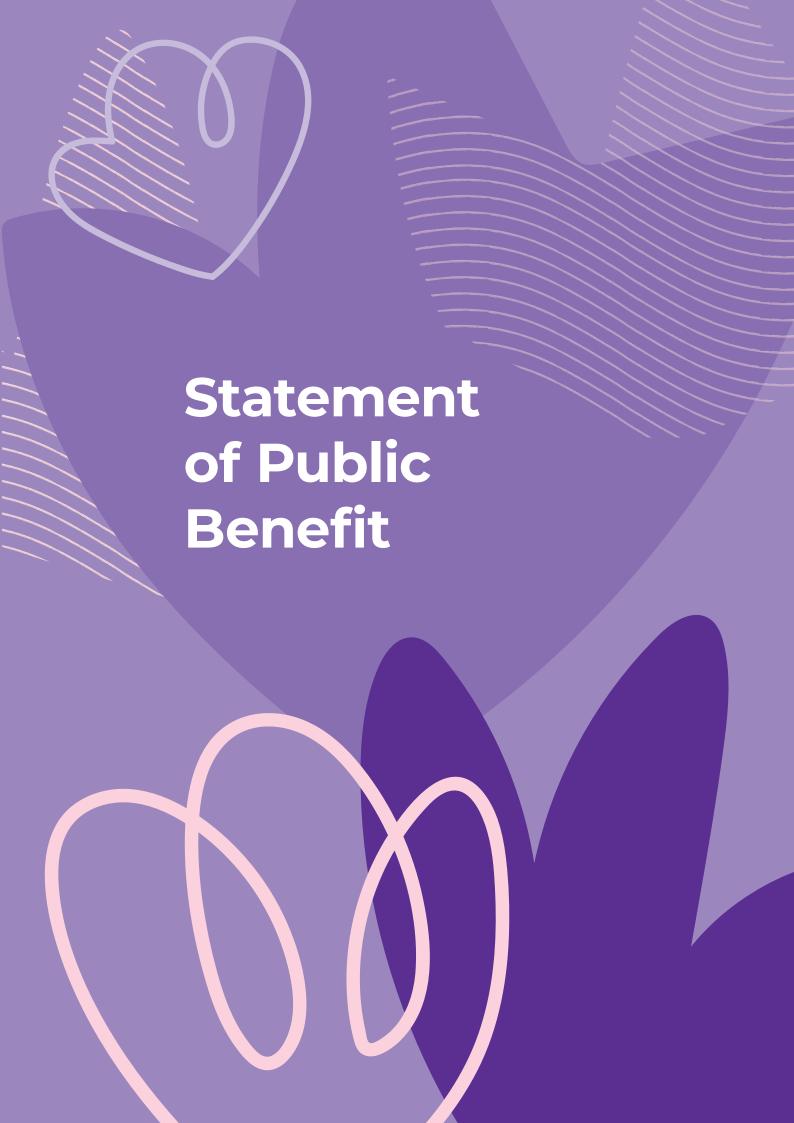
	Tusla DSGBV	Tusla DSGBV	2024 Total
	Grant 1 €	Grant 2 €	€
Income			
Tusla DSGBV Grant	-	1,199,723	1,199,723
Total Tusla income	-	1,199,723	1,199,723
Expenditure			
Staff Costs	-	1,116,865	1,116,865
Supervision	-	4,172	4,172
Power of Change facilitation costs	-	1,328	1,328
Repairs and Maintenance	-	4,500	4,500
Depreciation	735	201	936
Insurance	-	11,000	11,000
Mobile phone	-	1,041	1,041
Light and Heat	-	6,000	6,000
Stationery	-	15	15
Audit	-	3,500	3,500
Integrated Helpline Platform Running costs	1,579	11,460	13,039
IT	-	9,000	9,000
Total Tusla expenditure	2,314	1,169,082	1,171,396
Tusla Current Year End Surplus/(Deficit)	(2,314)	30,641	28,327
Opening Tusla balance	3,049	36,682	39,731
Total Closing Tusla balances	735	67,323	68,058
Total closing rasia balances	755	07,323	00,030
Tusla closing fund balance is comprised of:			
<ol> <li>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</li> </ol>	735	1,003	1,738
<ol><li>Notified carried forward sums related to 2024 funding</li></ol>	-	66,320	66,320
Total	735	67,323	68,058

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

<b>5</b>	•	
	Scheme to Support National Organisations €	2024 Total €
Income		
Scheme to Support National Organisations	90,999	90,999
Total Pobal income	90,999	90,999
Expenditure		
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
Stationery and office supplies	900	900
IT Costs	1,000	1,000
Total Pobal expenditure	90,999	90,999
Pobal Current Year End Surplus/(Deficit)		-
Opening Pobal balance	-	-
Total Closing Pobal balances	-	-

# **Cuan Income and Expenditure Analysis**

	Cuan DSGBV funding programme €	2024 Total €
Income		
Victims of Crime Scheme – Core Funding	358,414	358,414
Total Cuan income	358,414	358,414
Expenditure		
Staff Costs	400,106	400,106
Recruitment	540	540
Cleaning	20	20
Mobile phone	3,377	3,377
Depreciation	885	885
Stationery 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	14,884	14,884
Total Cuan expenditure	434,418	434,418
Cuan Current Year End Surplus/(Deficit)	(76,004)	(76,004)
Opening Cuan balance	129,287	129,287
Total Closing Cuan balances	53,283	53,283
Cuan closing fund balance is comprised of:		
<ol> <li>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</li> </ol>	1,831	1,831
2. Notified carried forward sums from 2024	51,452	51,452
Total	53,283	53,283



Women's Aid exists to prevent and address the impact of domestic violence and abuse against women and children in Ireland. In 2024, the organisation delivered a wide range of high-quality, specialist services and advocacy initiatives that clearly demonstrate significant public benefit, aligned with its charitable purpose under the Charities Act 2009.

Women's Aid's primary purpose is the protection of women and children from domestic violence, which aligns with the charitable purpose of advancing human rights, conflict resolution or reconciliation, or the promotion of religious or racial harmony or equality and diversity.

In 2024, Women's Aid responded to 32,144 contacts through its frontline services, including the 24hr National Freephone Helpline, Instant Messaging Support, and face-to-face regional services. The organisation supported 1,819 women through regional services, with 1,454 accessing support for the first time. It facilitated 706 interpreter-supported calls in 32 languages, ensuring accessibility for migrant women. Women's Aid delivered 184 training events to 1,422 professionals, enhancing national capacity to respond to domestic abuse. It provided €390,549 in emergency financial support to women and children through internal and external funds. The organisation also launched and evaluated innovative projects such as the Maternity Outreach Programme and the Too Into You campaign, targeting young people and pregnant women at risk of abuse.

The primary beneficiaries are women and children experiencing domestic violence and abuse. Services are also extended to professionals, employers, and the wider public through training, awareness campaigns, and advocacy.

The public benefits from Women's Aid's work in several measurable ways, including improved safety and wellbeing for women and children, increased public awareness of domestic abuse and coercive control, enhanced professional responses through training and policy influence, and reduced social and economic costs associated with domestic violence through early intervention and support. Women's Aid ensures its services are inclusive and accessible, offering multilingual support, ISL interpretation, and digital services for those unable to speak freely. The organisation actively engages with disabled women, migrant communities, and young people through targeted research and outreach.

Women's Aid operates nationally, with direct services concentrated in the Greater Dublin Area and national reach through its helpline, training, and advocacy work.

#### **Charity Name**

Women's Aid

Companies Registration number (CRO) 58035

**Revenue Commissioner Charity Number** (CHY) 6491

Charities Regulator Number (CRN) 20012045

## **Senior Leadership Team**

Sarah Benson Christina Sherlock

Chief Executive Officer Head of Strategic Communication

Suzanna Knight and Fundraising

**Head of Training and Development** 

Financial Controller

Linda Smith

Mari McCafferty Head of National Helpline Services

Eavan Ward

**Head of Regional Services** 

## **Board of Trustees/Directors**

**Chairperson** Ailbhe Smyth

**Directors** Ailbhe Smyth Golda Hession

Rosaleen McDonagh Martina Quinn Suzanne Handley Lucy Maguire Salome Mbugua Henry 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** 5 Wilton Place,

/Registered Office Dublin 2,

D02 RR27.

00 353 1 678 8858 info@womensaid.ie www.womensaid.ie

#### Women's Aid

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