Section 71 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.

The organisation continues to proactively engage with its statutory funders and seeks to ensure funder satisfaction through ongoing positive engagement, submission of concise, accurate and informative reports and attendance at formal Service Level Agreement meetings.



Ensuring that the voice of service users is strongly represented in the data and information we collect.

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

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

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

As part of the 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.

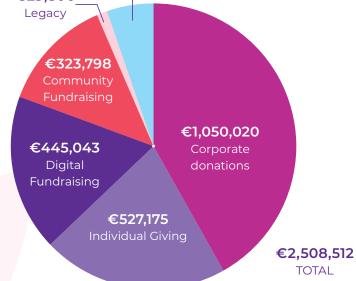
3. Governance practice

by 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

€73,283

transformational gifts in wills and in

memoriam

gifts

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. steps. I know he'll soon be out of my life" - Louise

I know I will have support when I need it. I am taking

More than 5,000 people

supporting our Direct Mail appeal program

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



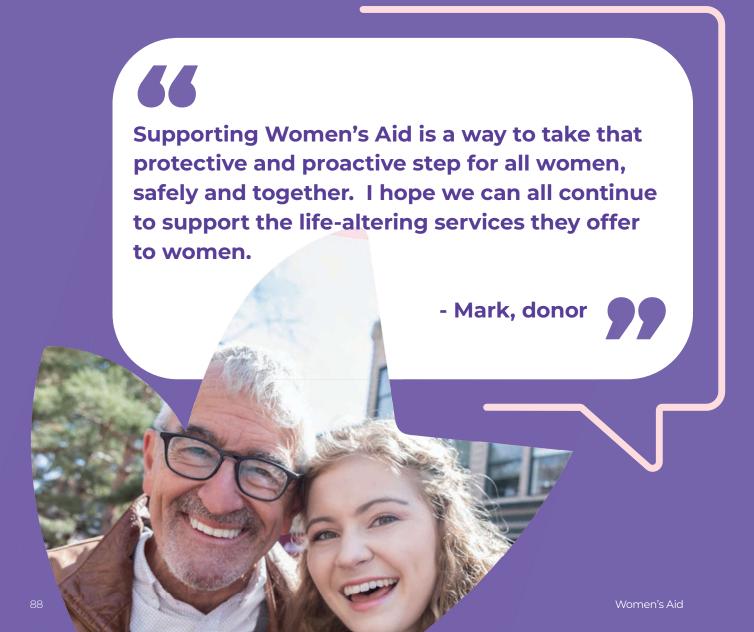
International Women's Day: 540 Coffee morning hosts raising €62,495



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

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:

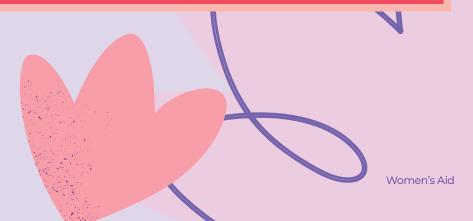
Contracted an independent Board evaluation (commencing January 2025), building on the independent evaluation and skills matrix previously commissioned in 2022, and an internal evaluation conducted in 2023 (review of feedback Q1 2024). This was commissioned in the context of the comprehensive independent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



Suzanne Handley

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

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

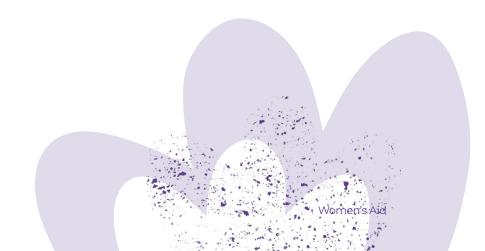
The main object for which the company is established is:

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 for 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.

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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





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.

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.

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

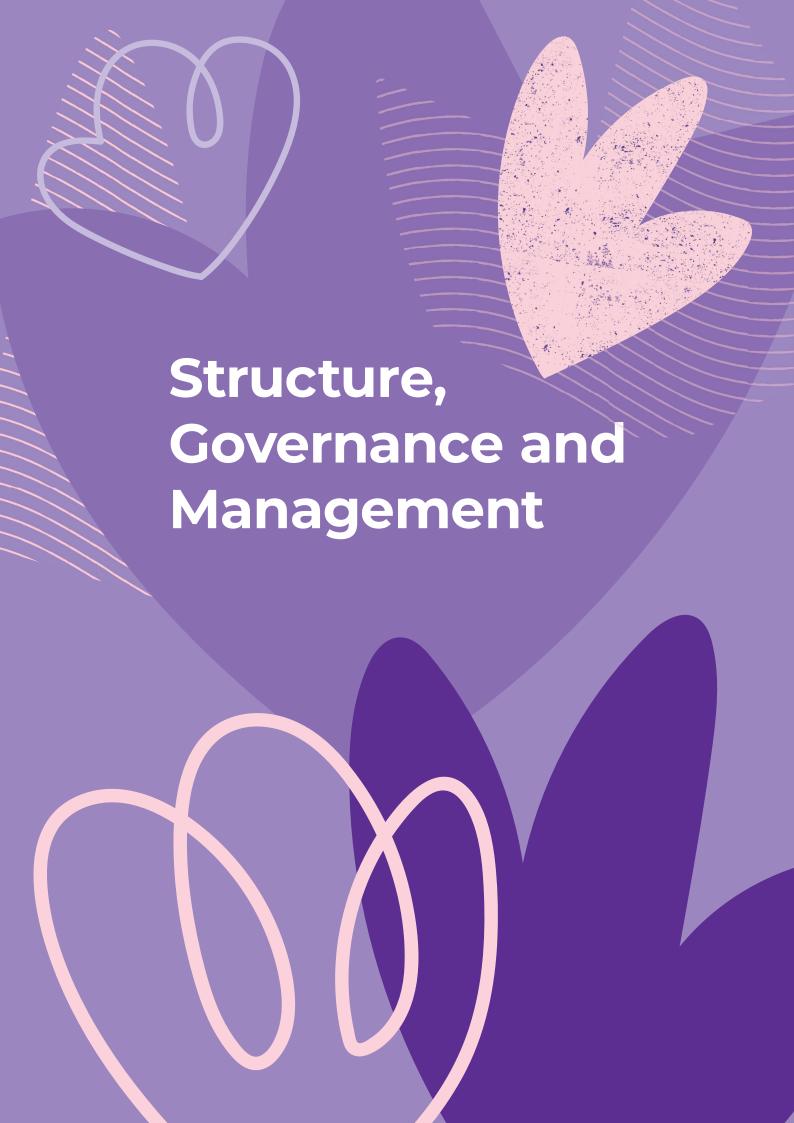
After making appropriate enquiries through a preliminary assessment of Going Concern and review of the 2024 Statement of Financial Activities and Balance Sheet which was prepared by the Financial Controller and reviewed by the Chief Executive Officer and the Finance, Audit and HR Sub Committee of the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

^{*}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.

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

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	 Organisation seeks funded partnerships for key projects with strategic partners (e.g. research campaigns etc.).
strategic plan possible	• Women's Aid is represented at a wide range of external working & advisory groups.
	 Women's Aid maintains a range of memberships of strategic campaigns & umbrella organisations.
4. Termination or reduction in statutory funding grants	 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.
	 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.
	 Use proactive advocacy work, including collaborations with other relevant organisations to ensure the continuation of funding schemes.
	 Maintain relationships with core funders and relevant Departments/agencies.
	• 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.
	 Renewed sign in required every 14 days with dual factor authentication or with each new device sign in.
	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.
	 Cyber security awareness campaigns run on an ongoing basis to deter and prevent cyber fraud.
	 Procedures and guidelines for responding to a Cyber Attack are documented, communicated to employees and available in the shared drive.
	· 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	 Women's Aid is governed by Board of Directors and strong Leadership team.
publicity	PR/Communications policy in place.
	 Regular review of key risks in communications work by CEO and Head of Strategic Communications and Fundraising.
	Trained media representatives in place.
	 Ongoing compliance with Charities Governance Code and other relevant regulation.
	 Ongoing compliance with the 'Guidelines for Charitable organisations for fundraising' from the public guidelines as published by the Charities Regulator.
	 Finance, Audit and HR, and Governance and Risk Board committees in place.
	 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.
	 Proactive feedback policy in place and publicly available on Women's Aid website.
7. Fundraising not carried out in accordance with	 Ensure continuing adherence to the standards contained within the 'Statement of Guiding Principles for Fundraising'.
standards	 Annual review of internal fundraising procedures ensuring compliance with Charities Regulator guidelines & all relevant employees/volunteers are informed thereafter.
	 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.
	 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.
	 Ongoing formal interaction between Fundraising and Finance Departments for clear budgeting monitoring and general financial compliance.
	· Formal stock take carried out with Auditors annually.
	 The 2023 – 2027 Fundraising Strategy is subject to ongoing review.
	 Membership of Charities Institute Ireland (CII) ensures fundraising employees are actively engaged with learning and best practice.
	 CII Triple Lock applied for annually, involving an annual guideline compliance review.

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.	 Attend training/info sessions to keep up to date with compliance requirements.
	· Ensure compliance with employment law.
	 Regular audit of policies conducted by Senior Leadership Team and Board.
	 GDPR Policy and Child Protection Policy reviewed by external Law Firm on request, to ensure its compliant and up to date.
	 External HR/Legal professional services are on-hand to provide advice regarding legislative changes impacting policies including data protection.
	 Data Protection Impact Assessments (DPIAs) to be carried out and documented as and when required under GDPR policy.
	 Children First e-learning completed by all employees and volunteers.
	 Environmental, Social and Governance considerations built into new Company Strategy.
	 Financial and Governance Compliance - Women's Aid engages an independent Auditor annually and seek a clean audit of SORP accounts.

Statement of Disclosure to the Auditor

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

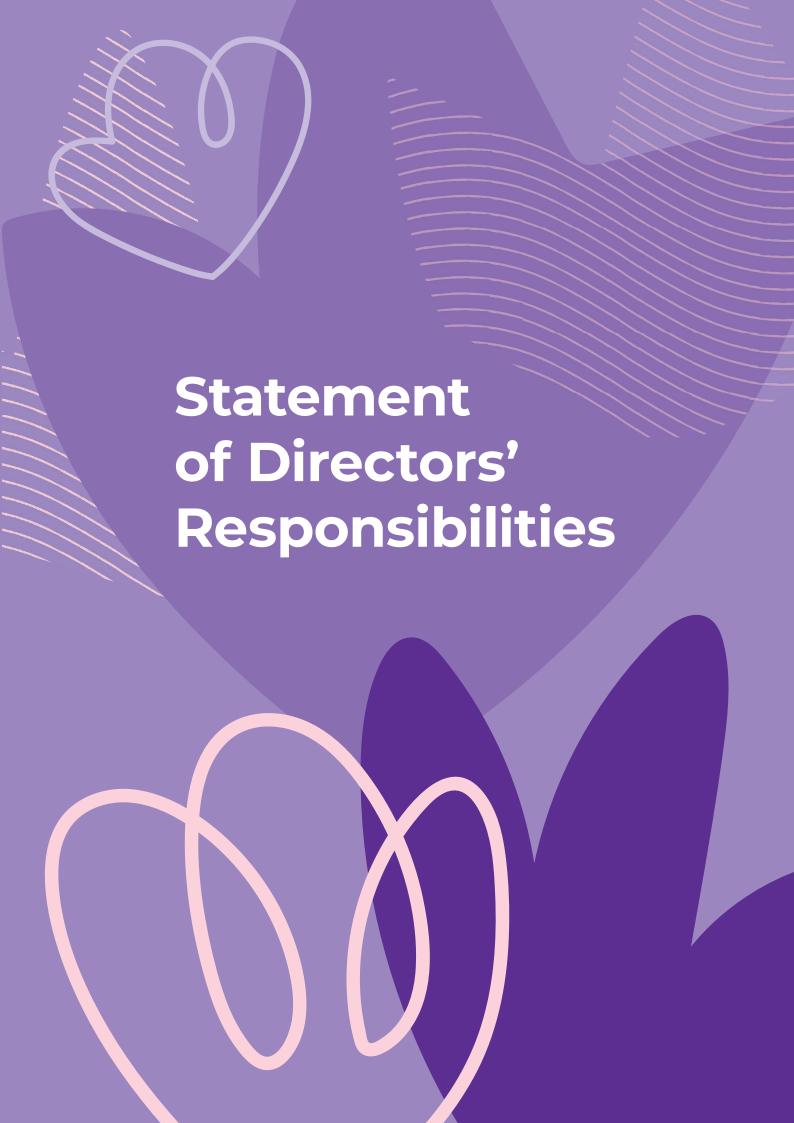
- so far as the directors are aware, there is no relevant audit information of which the company's auditor is unaware, and
- the directors have taken all the steps that they ought to have taken as directors in order to make themselves aware of any relevant audit information and to establish that the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

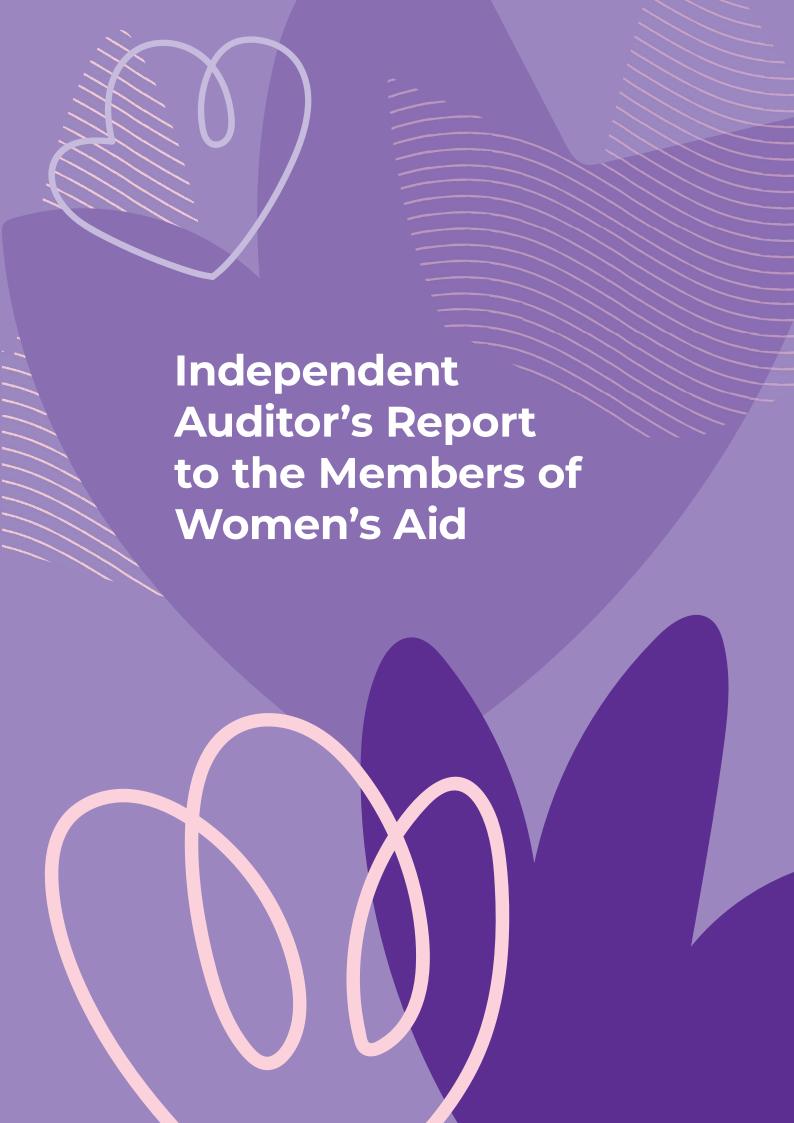
Ailbhe Smyth

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). 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 (\mathcal{E}) 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 $\[\in \]$ 244,501 (2023: $\[\in \]$ 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
Other creditors	318,956	381,920
	445,312	573,724

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 \in 1 in each case.

20. Taxation Clearance

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

21. Related party transactions

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

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

22. Capital commitments

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

23. Comparative periods

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

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)

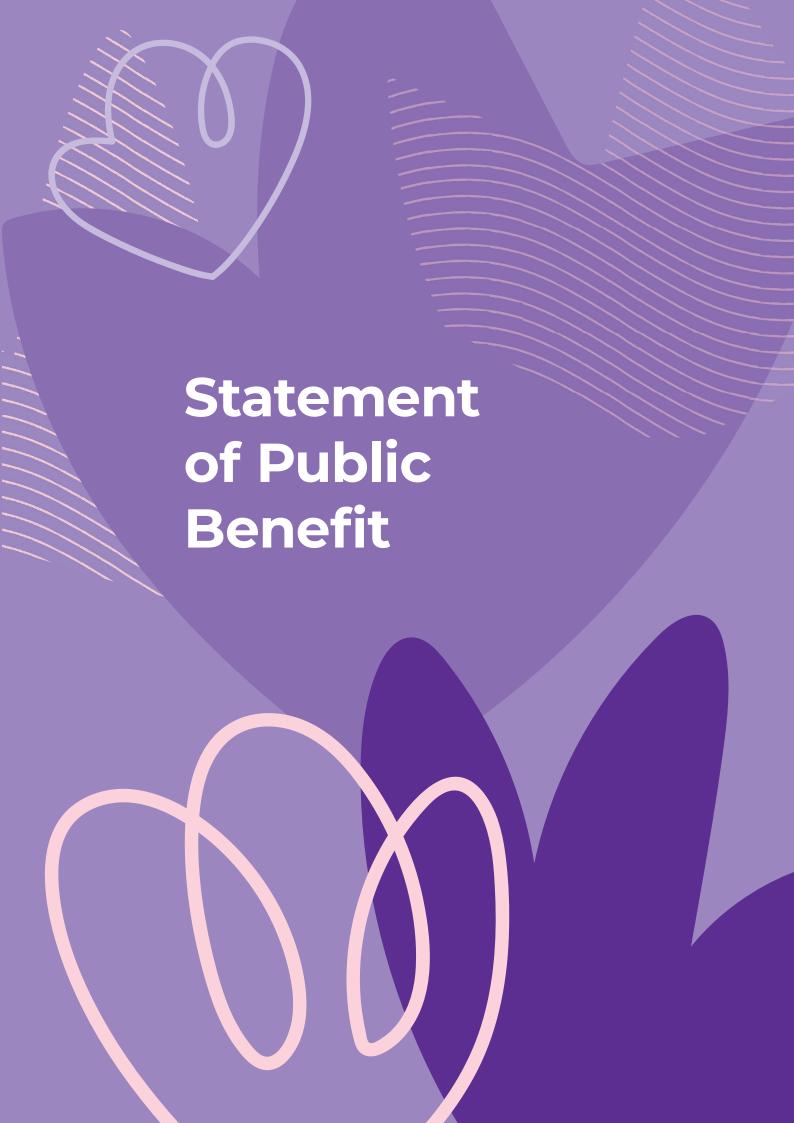
,			
	Tusla DSGBV Grant 1	Tusla DSGBV Grant 2	2024 Total
	€	€	€
Income			
Tusla DSGBV Grant	-	1,199,723	1,199,723
Total Tusla income	-	1,199,723	1,199,723
Expenditure			
Staff Costs	-	1,116,865	1,116,865
Supervision	-	4,172	4,172
Power of Change facilitation costs	-	1,328	1,328
Repairs and Maintenance	-	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
Tusla closing fund balance is comprised of:			
 Restricted funds carried forward for the depreciation of 2 funded PCs purchased for the Helpline Department in 2023 and 1 funded laptop purchased for a Maternity Outreach worker in 2024 	735	1,003	1,738
Notified carried forward sums related to 2024 funding	-	66,320	66,320
Total	735	67,323	68,058

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

-		
	Scheme to Support National Organisations €	2024 Total €
Income		
Scheme to Support National Organisations	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	2024 Total
	programme €	€
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:		
 Restricted funds carried forward for the depreciation of 2 funded Laptops for the High Risk Support Project purchased in 2023 and 1 funded laptop for the same project purchased in 2024 	1,831	1,831
2. Notified carried forward sums from 2024	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,

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Dublin 2.

Bank of Ireland Newlands Cross,

Dublin 22

Solicitors Regan Solicitors,

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