



2025

IMPACT REPORT

Bullies  **Out**®
www.bulliesout.com

CONTENTS

ABOUT BULLIESOUT	2
OUR VISION, MISSION AND VALUES	4
A MESSAGE FROM LINDA	5
THIS YEAR IN NUMBERS	6
CONFIDENCE & WELLBEING	7
AWARDS	8
IMPACT AND ACTIVITIES	9
INTERNATIONAL WOMEN'S DAY LUNCH	10
LOOKING FORWARD	11
PARTNERSHIPS AND COLLABORATIONS	12
SCHOOL STAFF AWARDS	13
FUNDRAISING 2025	14
SUPPORTERS AND ACKNOWLEDGEMENTS	15

ABOUT BULLIESOUT

Founded in 2006, BulliesOut has grown into one of the UK's leading anti-bullying charities, recognised with multiple awards for our dedication, innovation, and impact. Our outstanding reputation is a testament to the passion and commitment of our incredible team, ambassadors, fundraisers, and supporters - without whom our work would not be possible.

At the heart of everything we do is a deep respect for the individuality of every child, young person and adult we support. We focus on understanding their needs, aspirations, and choices, ensuring that every programme we deliver complements the journey of each beneficiary. It is these personal connections that make our work meaningful and effective.

By building long-term partnerships with schools, youth settings, and businesses, we create trust-based relationships that prioritise quality and intensity of support over simply meeting numerical targets. Our approach combines training, guidance, and tailored support with strong policies and procedures that maintain a sharp focus on anti-bullying.

Crucially, we support both those impacted by bullying behaviour and those displaying bullying behaviours, fostering long-term change and promoting understanding, empathy, and resilience.

This Impact Report highlights the difference made through our education programmes, early intervention, digital safety work, and direct support for children, young people, families, and professionals. From classrooms and workplaces to online spaces and communities, BulliesOut works proactively to prevent bullying behaviour, respond when it occurs, and equip people with the knowledge and confidence to create safer, more respectful environments.

The outcomes shared in this report are built on real conversations, real challenges, and real change. They reflect the collective effort of schools, businesses, parents and carers, volunteers, funders, and young people who choose to stand up, speak out, and be part of the solution.



Every figure represents a person reached, supported, or empowered. Together, they show that meaningful change is possible when we work collaboratively, putting wellbeing, dignity, and inclusion at the heart of everything we do.

As we look to the future, we remain committed to what we do best: championing the voices of those impacted by bullying, influencing society and communities, and ensuring that every young person has the confidence, support, and opportunity to thrive.

OUR VISION, MISSION AND VALUES

OUR VISION

To empower and inspire children, young people and adults to overcome bullying behaviour, recognise their self-worth and achieve their full potential.



OUR MISSION

To support individuals, schools, youth and community settings and the workplace through positive and innovative antibullying programmes.



OUR VALUES

- 1. Respect:** We treat all people with respect, building trust and confidence in all that we do while recognising diversity and promoting equality.
- 2. Accountable:** We're accountable for our actions and decisions, and hold each other to account.
- 3. Achieving Excellence:** We strive for excellence by embracing continuous improvement and learning.
- 4. Integrity:** We are honest, fair, and consistently act in line with a moral code in all that we do.



MESSAGE FROM LINDA

As we reflect on the past year, one thing stands out more clearly than ever: the power of community to create lasting change. Together, we have transformed compassion into action, hope into measurable impact, and challenge into opportunity.

Throughout 2025, our voice reached classrooms, communities, and digital spaces where it was needed most. Through our continued commitment to challenging bullying behaviour, we have helped create safer, more inclusive environments while empowering individuals to stand with confidence, lead with kindness, and act with empathy.

Every statistic in this report represents a real person and a real story. It may be a child who now feels safe and supported at school, a parent reassured by access to guidance and understanding, or an educator better equipped to nurture wellbeing and inclusion. These moments of change are the true measure of our impact.

At the heart of every programme, workshop, and campaign is a shared belief: bullying behaviour is not inevitable - it is preventable.

With the support of our partners and community, we continue to challenge harmful behaviours and create pathways to positive change.

This impact report tells the story of what we have achieved together. Every milestone reached, every step forward, and every life touched reflects the dedication, passion, and belief of our team and supporters.

Within these pages, you will find the people behind the numbers and the stories behind the outcomes. You will see how the generosity of our funders, partners, and supporters has driven meaningful change and how it continues to inspire us to think bigger and do more.

My sincere thanks go to our incredible team, our beneficiaries, and our network of partners, patrons, ambassadors, supporters, and fundraisers. Your continued commitment is helping us build a brighter, safer future for all those affected by bullying behaviour.

Linda



2025 DEMANDED MORE OF OUR WORK THAN EVER BEFORE.

This year, we saw an unprecedented increase in requests for our support from schools, community groups, and families. The rise reflects the ongoing challenges that children and young people face with bullying behaviour, both in person and online.

It also demonstrates the trust that schools and communities place in BulliesOut as a safe, reliable, and effective resource. Every workshop delivered, every call answered, and every session held is part of our commitment to ensuring no young person faces bullying alone.

REACH AND GROWTH

635

CPD Training

11,622

Workshops

770

Peer2Peer

526

Playground Pals

4,740

Anti-Bullying Assemblies

3,825

Community Events

161

Schools

(135 in Wales and
26 in England)

328

Parents

Worked With a Total Of

22,446

an increase of 12% on 2024

In addition, we:

Attended **15 Business Events** with our Information Stand

Provided **126 funded counselling sessions** through our Talk2Us service

Supported 194 people through our e-Mentoring service

We also raised awareness through **9 Radio Interviews** and are now regular guests on Sparkflame Radio, **4 TV news interviews**, and **3 short films** for journalism students.



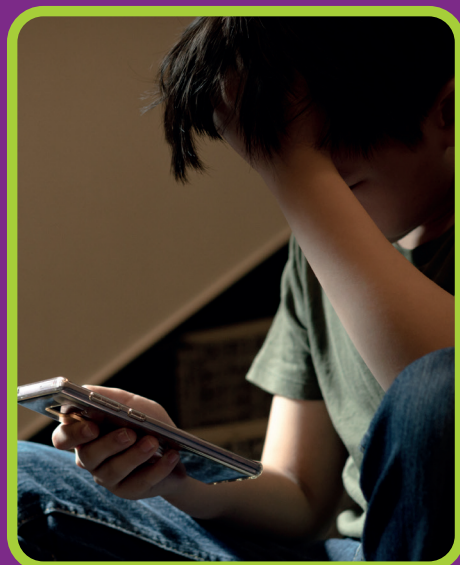
CONFIDENCE & WELLBEING

Following our Changing Attitudes Workshop, 97% of participants said they understood the importance of reporting incidents of bullying behaviour.

Our Respectful Relationships Workshop stats showed that 99% of participants have a greater understanding of the term 'respect' and why it matters in a relationship.

97% of participants who attended our Jar of Confidence workshop said following the session, they understood the importance of challenging negative talk and had the confidence to do so.

**Before the workshop,
I felt invisible.
Now I know my voice
matters.**



OUR WORK MATTERS BECAUSE THOUSANDS OF CHILDREN AND YOUNG PEOPLE REPORT BEING BULLIED EVERY SINGLE DAY.

Bullying behaviour is a pervasive issue that affects young people's mental health, wellbeing, confidence, and future opportunities. Each number represents a life impacted; a child who feels isolated at school, a young person navigating online abuse, or a parent desperate for guidance. The scale of this need is a constant reminder that BulliesOut's mission is vital. Every programme we deliver, every workshop we run, and every resource we provide is designed to deal with this problem head-on, helping children and young people feel safer, supported, and empowered to thrive.

**WE ARE MOST PROUD OF ACHIEVING
THE WELSH CHARITY AWARDS:
MOST INFLUENTIAL SMALL
ORGANISATION OF THE YEAR**

Being recognised at the Welsh Charity Awards was a moment of immense pride for our team. This award is not just a reflection of the work we do, but of the tangible impact our programmes have on real lives.

It highlights our ability to effect meaningful change, even as a small organisation, and celebrates the dedication, innovation, and passion of everyone involved with BulliesOut. This recognition reinforces our belief that size does not limit influence when purpose, expertise, and community come together.

We also achieved the Cardiff Life Charity of the Year Award, the Cardiff Life Platinum Award and the Helplines Partnership Innovation and Sustainability Award.



IMPACT AND ACTIVITIES

At BulliesOut, our work is driven by the voices and experiences of children and young people affected by bullying. Over the past year, through workshops, campaigns, and training sessions, we have helped children, young people and adults build confidence, resilience, and positive relationships.

Our programmes focus on creating respectful and positive relationships, safe spaces, reducing loneliness, and empowering young people to take control of their experiences. Through targeted support in schools, youth settings, and communities, we address both the needs of those impacted by bullying behaviour and those displaying bullying behaviours, promoting long-term change and understanding.

This year, BulliesOut launched three exciting initiatives to strengthen our community and expand our impact.



IN IT TOGETHER

Brings schools, youth settings, and organisations into a supportive network, sharing resources, training, and best practice to tackle bullying collectively.



VOICES AGAINST BULLYING

Offers membership for education settings, businesses, and individuals, giving them access to guidance, tools, and opportunities to actively promote anti-bullying initiatives and be part of a movement that amplifies positive change.



EXCELLENCE IN ANTI-BULLYING AWARD

Offers membership for education settings, businesses, and individuals, giving them access to guidance, tools, and opportunities to actively promote anti-bullying initiatives and be part of a movement that amplifies positive change.

INTERNATIONAL WOMEN'S DAY LUNCH

We marked International Women's Day 2025 with our first, highly successful event that brought together voices from across communities to celebrate women's strength, resilience, and leadership. The day highlighted the ongoing importance of equality, inclusion, and standing up to bullying in all its forms, with inspiring speakers, Lisa Johnson and Ruth Dodsworth, and meaningful discussions at its heart. Attendees left feeling empowered, connected, and motivated to continue driving positive change, making the event a powerful reflection of BulliesOut's mission and impact.



LOOKING FORWARD

As we look to the year ahead, BulliesOut remains steadfast in our commitment to creating safer, kinder communities for children, young people and adults. Building on the progress and learning from the past year, our focus will be on deepening our impact, strengthening our reach, and continuing to champion the voices of those impacted by bullying behaviour.



THE YEAR AHEAD

Our **goals and objectives for the coming year** include expanding our support programmes, growing our membership networks, and increasing access to resources for schools, youth settings, and workplaces. We will continue to develop innovative and interactive training, empowering individuals and communities to recognise, respond to, and prevent bullying behaviour.

Our **strategic priorities for growth and impact** focus on sustainability, inclusion, and influence. We will work to secure long-term funding, amplify the voices of young people in shaping our direction, and use our expertise to inform policy and practice on a national level.

Among our **planned projects and initiatives** are the continued growth of our In It Together Programme and Voices Against Bullying memberships, new awareness campaigns, and enhanced digital resources designed to make our support more accessible. We also aim to further strengthen our partnerships, ensuring that collaboration remains at the heart of everything we do.

PARTNERSHIPS AND COLLABORATIONS



Partnership working is central to BulliesOut's approach and impact. We believe that dealing with bullying behaviour and promoting kindness requires collective effort, shared expertise, and strong relationships built on trust.

Over the past year, we have strengthened our key partnerships and alliances with schools, youth organisations, businesses, and community groups across the UK. These collaborations allow us to share resources, extend our reach, and create consistent, high-quality support for children and young people impacted by bullying behaviour.

Through ongoing stakeholder engagement, we continue to listen to and learn from those we work alongside - educators, parents, young people, and partner organisations. Their insights help shape our programmes and ensure our work remains relevant, responsive, and impactful.

Our collaborative projects this year have delivered meaningful outcomes, including improved awareness of incidents of bullying behaviour, increased confidence among young people, and stronger community networks that promote respect and inclusion. Each partnership reinforces our belief that real change happens when we work together towards a common goal: building a society where everyone feels safe, supported, and valued.



Member



SCHOOL STAFF AWARD WALES

This was our fifth year collaborating with the Anti-Bullying Alliance to celebrate school staff who go the extra mile to support students. And what a year it was! We received many more nominations compared to 2024, all of which were submitted by children and young people.

Chosen by a panel of young people, winners received a year's supply of Radnor Fam products and an overnight stay at the Celtic Manor Resort.

OUR 2025 WINNERS:



Secondary School: Kishanda Bevan Rees, Pen-Y-Dre High School

"Kishanda Bevan Rees is always there for the students who need her. When someone is going through a hard time, she will try her best to focus on them and make them feel cared for and safe. When I was struggling with my school life she became an anchor, I started to look forward to school because I knew I had someone who took my needs seriously. I know many students who feel the same. To me Kishanda deserves this more than anyone else."



Primary School: Gareth Lucas - Robbings, Christ the King Catholic School

"We nominate this teacher because he brings positivity to the year 6 class and shows happiness to all pupils. He is also good at solving problems like when someone is in an argument, he will sort it out by talking, but he also brings joy to the class by making funny jokes and just being funny in general. He puts on some of our favourite tunes and makes school a fun place for us."

FUNDRAISING 2025

Behind every milestone in this report is a group of people who chose to believe - believe in our mission, our community, and the power of collective action.

Our fundraisers are the driving force that turns vision into impact. Through their creativity, commitment, and generosity, they have expanded our reach and made real, measurable change possible. They don't just raise funds; they raise hope, open doors, and help us move closer to a future we're proud to build together.

We are deeply grateful for their dedication and proud to celebrate the extraordinary difference they make every day. A huge thank you to all the passionate individuals, dedicated school groups and hard-working corporate teams who committed themselves to raising vital funds for BulliesOut this year.

From pub quizzes to online shopping extravaganzas, every penny raised goes towards supporting those affected bullying behaviours.

This year, once again, we are proud to recognise our Fundraising Heroes - the individuals who led the way with their fundraising efforts in 2025. Their amazing efforts went above and beyond, setting a powerful example of what dedication and belief can achieve.



FUNDRAISER

Jamie Morgan
£1198.75



YOUNG FUNDRAISER

Sophie Francis
£1083.75

SCHOOL FUNDRAISER

Lord Wandsworth College
£442.50



CORPORATE

A Team Within
South Wales Police
£3,370



HEDDLU
DE CYMRU
SOUTH WALES
POLICE

We are deeply grateful to every fundraiser who supported us this year, and we celebrate the remarkable difference they make - together.

SUPPORTERS AND ACKNOWLEDGEMENTS



THANK YOU

We are deeply grateful to our supporters, donors, funders, volunteers, ambassadors, and partners, whose generosity, time, and dedication make our work possible. Your commitment enables us to reach more children and young people, provide vital support, and continue championing kindness, inclusion, and positive change across communities.

Together, we are making a real and lasting difference.

Louise Hamlin
Lisa Johnson
Nigel Owens MBE

Vale of Glamorgan Council
Community Foundation in Wales
Women in Wales

RM Bariatrics
Vetro Recruitment
Martyn Prowel Gartsides Solicitors
HWRK

Tesco Groundwork
Masonic Benevolent Fund of South Wales
Moondance Foundation
The Grocer's Charity
The Hedley Foundation



At BulliesOut we measure success not by what we achieve, but by the lives we help change. Because of you, BulliesOut is helping more young people feel safe, heard, and valued every day.

Thank you for being part of our journey - the impact continues.

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