

JUNE 2025

ONLINE SAFETY

BULLYING

EMOTIONAL
WELLBEING

STRANGERS

SECRETS

PREVENTION OF
CHILD ABUSE

IT'S EVERYONE'S
RESPONSIBILITY!

ANNUAL REPORT FOR 2024/25

To empower all children to be safe, feel strong, and be free from harm



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CHAIRPERSON'S REPORT



Safe, Strong and Free have had another very successful year. Kerry and her dedicated team have worked hard at securing additional sponsorship and delivering the Keeping Myself Safe and Emotional Well Being workshops. As well as this the team have developed Anti-Bullying literature and workshops which were launched in November 2024. Kerry has also started to share and promote the Charity's work through national and international forums and we look forward to getting feedback from these events. Many thanks to all the staff for their commitment, to the other Directors for their support and to our sponsors. We aim to continue helping children and young people to become resilient and happy adults.

Deborah Macrae



FOREWORD

This year has been one of continued growth, meaningful partnerships, and deepened impact. Across Highland, our team has worked tirelessly to deliver our prevention workshops to children in their early years, equipping them with the confidence, language, and strategies to recognise and respond to unsafe situations. We remain committed to creating communities where children are respected, listened to, and empowered to stay safe.

In response to growing need, we have expanded our programme to include emotional wellbeing workshops and bullying awareness sessions in both primary and secondary schools. These sessions support children and young people to build resilience, understand their rights, and foster kinder, more inclusive environments. Alongside this, we have delivered professional training to educators, practitioners, and partner organisations—strengthening a shared commitment to safeguarding and prevention across sectors.

Our work has extended beyond the classroom, with new initiatives promoting kindness, inclusion, and respect as part of our wider approach to bullying prevention.

We have also started to collaborate with local groups and schools to celebrate diversity and challenge discrimination wherever it occurs.

As we reflect on the year gone by, we want to thank our dedicated team, our partner organisations, and the families who welcome us into their schools and communities. Your support ensures we can continue to empower the youngest members of our society to live safe, strong, and free.



WHAT WE DO



At Safe Strong and Free Highland, we are dedicated to helping children and young people aged 4 to 18 grow up safe, strong, and free from harm. Through early intervention and preventative education, we equip them with the knowledge, skills, and confidence to recognise unsafe situations and respond in ways that support their safety and wellbeing.

We deliver engaging, age-appropriate workshops across a range of topics tailored to different stages of a child's development. Our core programmes focus on:

BULLYING PREVENTION

STRANGER SAFETY

BODY SAFETY

EMOTIONAL WELLBEING AND RESILIENCE

ONLINE SAFETY

We work in close partnership with schools, early years settings, parents, carers, and professionals, ensuring our messages are reinforced across the environments where children live and learn. By building strong relationships with our communities, we aim to create a consistent and positive safety culture.

IMPACT REPORT 2024/5



Overall Impact

- 7,815 children reached across the Highlands.
- 800 workshops delivered to nurture safety, confidence, and emotional health.
- The largest engagement came from nursery-aged children, fostering early awareness and prevention.
- Special focus on Emotional Wellbeing and Bullying Prevention, supporting over 480 children through dedicated sessions.
- Over 1,700 community members engaged through public events, extending our impact beyond schools.



What This Means

Our programs are making a real difference:

- Children feel safer and more confident — learning vital skills to recognise and prevent harm.
- Emotional wellbeing is nurtured, helping children to manage feelings and build resilience.
- Communities come together — public workshops raise awareness, promote kindness, and build supportive networks.

IMPACT REPORT 2024/5



P1 Workshops Delivered	98
Primary 2 (P2) Children Engaged	340
P2 Workshops Delivered	46
Emotional Wellbeing Children Supported	272
Emotional Wellbeing Workshops Delivered	30
Bullying Prevention Children Engaged	214
Bullying Prevention Workshops Delivered	10
Public Engagement Participants	1,708
Public Engagement Workshops Delivered	13



FEEDBACK FROM NURSERY STAFF ON OUR ABUSE PREVENTION WORKSHOPS



We're so grateful for your work and the positive impact it has had on our pupils. Thank you again for everything - your workshops have made such a difference, and we look forward to working with you again in the future.

Delivery was appropriate for the age of the children. There was a good balance between talking, stories, games and video clips that kept the children engaged.

This is the first time we've had the workshops (we're a new nursery) and they were delivered at exactly the right level, with sensitivity but enough serious conversation, that the children understood the importance of key messages. I feel as we were a small group it was super valuable as each child really got involved. I have no suggestions. Very happy all in all and PW was superb.

As always we enjoyed the workshop and the input on what can be difficult subjects.

The sessions were great ... the kids were able to talk about the sessions and books too, it showed they did actually grasp the key messages.

PARENTS HAVE TOLD US...



I think the team have done a great job, my daughter enjoyed all of the talks and making her puppet, the terminology is all age appropriate, whilst covering very serious topics and gives all of the children a great foundation of knowledge to be built on.

I think they have been very well thought out and I am grateful that you provide workshops on such important yet sensitive subjects in a fun and child friendly way

Our child enjoyed the workshops and was keen to discuss the topics covered.

Great workshops, child enjoyed taking booklets home and discussing, thank you.

I think the 3 days was very worthwhile. My little boy has learnt to give strong no's and that he can use his friends to help support him in difficult situations and most importantly to always tell a safe adult what has happened

87% parents/carers felt the workshops were beneficial

94% of parents/carers read our storybooks with their child following the workshops

I think these workshops are set at a really good level and the books have been a good way of starting a conversation with our child

NEW BULLYING AWARENESS MATERIALS

Promoting a Culture of Kindness and Respect



As part of our ongoing commitment to early intervention and prevention, this year we developed a comprehensive set of bullying awareness materials aimed at supporting children, families, and schools across Highland.

Recognising the lasting impact bullying can have on a child's wellbeing, confidence, and educational attainment, our new resources are designed to empower children and young people to recognise bullying behaviour and seek support safely.

What We Developed:

- A guide for parents, carers, and children/young people, offering clear, practical advice on recognising, preventing, and responding to bullying behaviour.
- Bright, engaging posters for primary and secondary schools, reinforcing key messages around kindness and being an upstander.
- Workshop content that complements our culture of kindness.

Posters have already been displayed in several schools, sparking conversations among pupils, and contributing to a more inclusive school climate.





OUR FUNDS

Income

Throughout the year SSF received income of £195,505 from a variety of organisations for both the core workshops and projects. Income was received in this financial year for projects that would be delivered in the next financial year, with funds carried forward of £91,526. The breakdown of income is shown in the chart to the right.



Grant Funder	Grant Amount
Highland Third Sector	£317
The Robertsons Trust	£19,250
National Lottery	£12,500
Co-op Community Fund	£1,946
KFC Foundation	£2,500
Highland Council ward Discretionary fund	£2,540
Stafford Trust	£5,000
Stagecoach Community Fund	£500
NHS Highland HADP	£32,835
Tesco Groundwork	£1,500
Essentia Foundation	£5,237
Volant Trust	£15,000
Scottish Building Society	£5,000
PF Foundation	£5,000
SJP Foundation	£2,500
TOTAL	£111,625

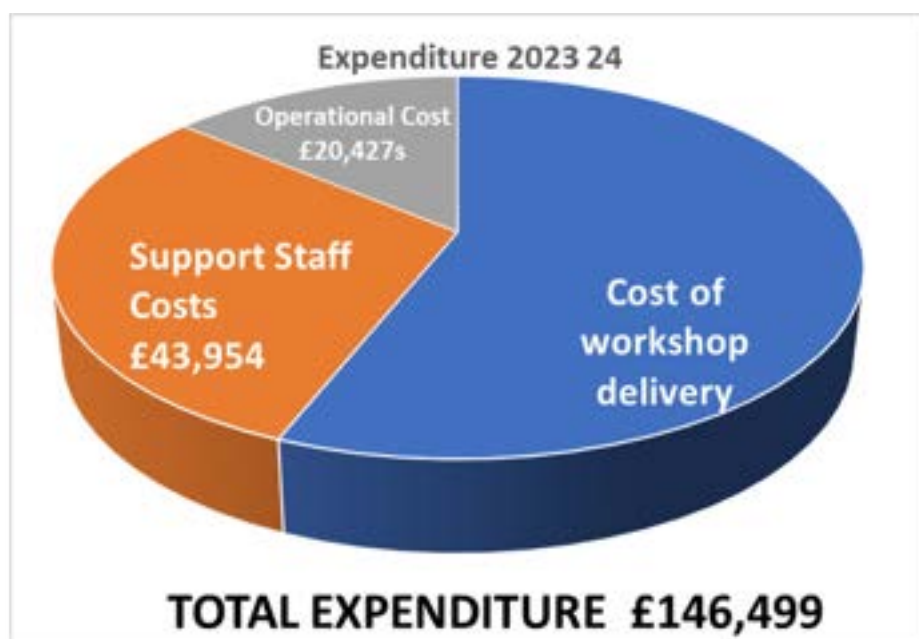


OUR FUNDS

During the year SSF received a huge increase in donations (815% compared to the previous year). This increase was due to the support received by Morrison construction and especially a member of their staff who undertook a sponsored climb of Kilimanjaro to raise funds for SSF.

Expenditure

During the financial year SSF incurred an increase in expenditure to £146,499 (5.8% increase on the previous year). The main contributor to this increase was a 10% increase in salary levels. However SSF continued to manage expenditure throughout the financial year. This increase in expenditure was offset by an increase in grant income.



NEXT STEPS

Building a Safer, Kinder Future Together



As we continue to grow and deepen our impact, we are excited to launch three key projects that build on our commitment to children's safety, wellbeing, and positive relationships:

1. Stronger Together

A collaborative initiative bringing Safe Strong and Free Highland together with ACAHMA. This project will:

- Address bullying, racism, and discrimination through workshops and community events.
- Celebrate diversity and inclusion by promoting respect and understanding.
- Empower children, families & professionals to challenge and respond to bullying and prejudice.
- Promote respect, equality and dignity across communities.

2. Rights and Respect

A new program designed to:

- Teach children about their fundamental rights in a way that is accessible and age-appropriate.
- Increase awareness of honour based violence.
- Challenge harmful attitudes and stereotypes.
- Collaborate with community partners and cultural organisations.

3. Promoting a Culture of Kindness to Prevent Bullying

Our ongoing commitment to nurture kindness as a foundation for safe communities will focus on:

- Delivering workshops and campaigns that highlight the power of empathy, inclusion, and respect.
- Supporting teachers, parents, and children with practical strategies to prevent bullying.
- Measuring the impact of kindness-focused interventions to continuously improve our approach.

These projects reflect our vision of a community where every child feels safe, valued, and empowered.

COMPANY INFORMATION

DIRECTORS	Deborah MacRae	Angela Ogilvie	Isabelle Mackenzie	Kerrie Maclean	Norma Holm	Yvonne Ross
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BANKERS	Bank of Scotland	PO Box No 9	9 High Street	Inverness	IV2 3NA	
SOLICITORS	MacLeod & MacCallum	PO Box 4	28 Queensgate	Inverness	IV1 1YN	
COMPANY SECRETARY	Kerry Lowe					
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Our Funders



QUESTIONS? CONTACT US.



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