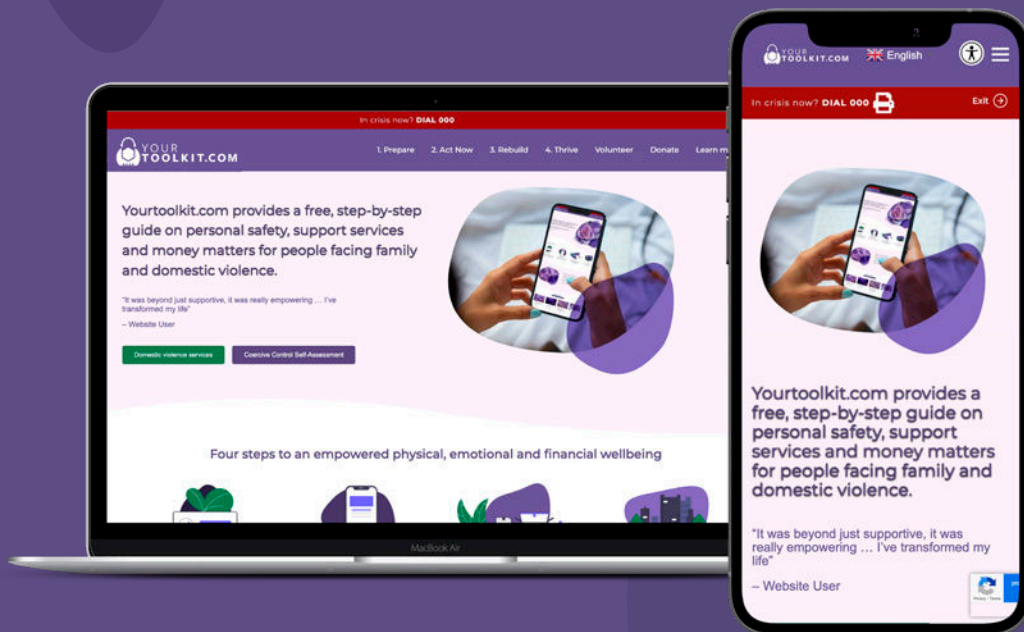


The life changing
power of information

Annual Report

FY 2023



Chair and CEO Report

1 JULY 2022 - 30 JUNE 2023

“I love the way it is set up, the lay out. I find it very easy to navigate. What really stood out to me are the four pillars. Getting out of a situation like that is not one simple step, it’s complicated. Those four principals... are just so beautifully put.”

- Website user feedback

“Yourtoolkit.com tackles a fundamental issue – how the sector makes that first critical connection with vulnerable women, isolated in their homes and subjected to abusive behaviour.”

- CEO, FDV Service Provider

The Yourtoolkit.com team are proud of the achievements of the 2023 financial year. Our purpose is to educate, empower and equip women and children facing or recovering from domestic violence, financial abuse and coercive control and we continued to pursue this mission with enthusiasm and dedication.

Of significance during the year, we changed the name of our service from Your Toolkit to Yourtoolkit.com, to reflect the online nature of the support we provide.

We also changed our status from an incorporated association (Financial Toolbox Inc) to a company limited by guarantee (Yourtoolkit.com Limited) with a new constitution and governance charter to ensure we operate to the highest level of organisational governance and have the structure to deliver services nationally.

This year saw a significant ramp up in activities, made possible by grants and donations from our supporters. For the first time we engaged in search engine optimisation (SEO) work and paid Google Ads, as well as digital, out of home and social media campaigns to create awareness about Yourtoolkit.com. This is important because if people don't know we exist, they can't access the support we provide.

We also designed and launched a new and unique primary prevention page to educate the community about the drivers of violence towards women and provide practical steps to address them.

During the year we welcomed many new board members, chosen for the role based on their skills and preparedness to dedicate time to our work. In transitioning to the new board and governance model, we remain grateful to the founding members who have contributed so much to our organisation over many years, all on a pro-bono basis.

Our work could not continue within the budget we have without the significant and valuable contribution of our volunteers, who hail from various professions, and include our important Lived Experience Working Group who inform all our work.

As we look forward to 2024, we are excited by the new developments for Yourtoolkit.com that we have in the works including the staged national expansion of our state-specific content and a Coercive Control Self-Assessment Tool.



Elisa Fear
CHAIR



Penny Fegan
CEO

Yourtoolkit.com

Yourtoolkit.com provides a roadmap for women facing family and domestic violence (FDV), at an extremely difficult time. The website is a free, step-by-step guide, designed using safety-first principles, for those facing FDV to connect, inform and empower them to reshape and rebuild their lives.

Yourtoolkit.com emerged to address a gap in resources for women facing FDV. Before its development, there was no singular, comprehensive source for women facing FDV, who had to navigate various information sources to discover services they might not have known existed.

In a single, accessible platform, Yourtoolkit.com delivers relevant information to **inform** and **empower** women facing or recovering from abuse:

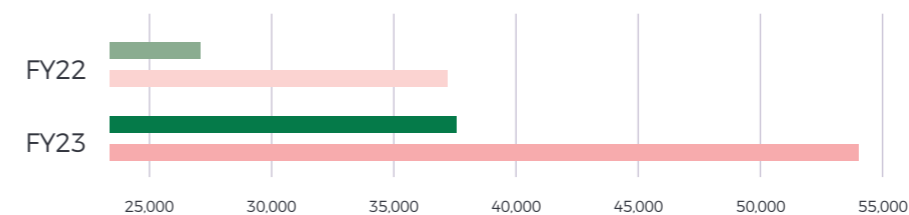
- keeping safe - in person, at home, online
- protect and manage finances
- legal matters
- support and information - food, accommodation & money

Yourtoolkit.com **connects** those facing abuse through its comprehensive service directory of relevant FDV services that is searchable by type and location.

Yourtoolkit.com is a unique, technology-based solution allowing us to get behind the closed doors where abuse occurs to support those facing abuse when and where they need assistance, at a time they feel safe to seek it. This is particularly important for the 46%¹ of women facing abuse from a current partner who never reach out for help or disclose their abuse to anyone, making Yourtoolkit.com potentially their only source of support.

As an online service we don't face capacity constraints. Unlike face-to-face services we never need to turn people away due to resource limitations. We can also extend our reach to women wherever they are, including those in rural and regional areas.

FY 2023 saw a significant increase in support²



37,255 users³

An annual increase of 33%

53,328 sessions⁴

An annual increase of 48%

1. ABS Personal Safety Survey 2016
2. Data from Google Analytics
3. User is a unique visitor to the site, although the same visitor may be counted as more than one user if they delete their browsing history or visit on a different device
4. Sessions are the total number of visits to the site



Reach & impact

SOCIAL MEDIA



OVER 2.7M
Views of social media



904
New followers across all platforms



219
Posts published

PAID ADVERTISING



41,377
Total clicks from advertising



5,150,221
Total impressions from advertising

"User friendly and a great referral source for clients as well. Thank you"
- Website user feedback

STRATEGIC ACHIEVEMENTS



EMPOWER

- Provide up-to-date and relevant information that educates, empowers and equips women and children facing FDV
- Content integrity work ongoing



APPLIED INNOVATION

- Development of new and unique primary prevention page and resources
- Whole of website redesign



COMMUNICATION

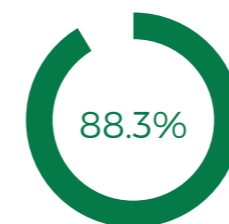
- Search engine optimisation work commenced
- Digital marketing campaigns launched
- Ongoing social media marketing



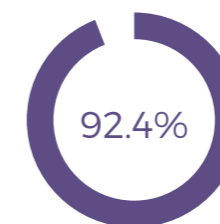
PARTNERSHIP

- Strong engagement with sector participants
- 175+ average monthly connections through website to other FDV services⁵

We exceeded our 75% satisfaction KPI for what Yourtoolkit.com provides users:



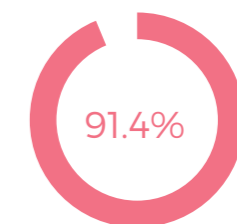
PRACTICAL STEPS



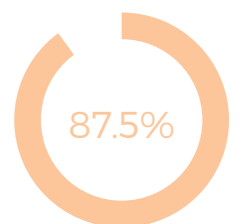
EASY TO UNDERSTAND INFORMATION



RELEVANT INFORMATION



SAFE TOOLS



TOOLS TO EMPOWER YOU TO MOVE FORWARD

⁵. Based on data January to June 2023

STRATEGIC ENABLERS



FUNDING

- \$850,000 in funding agreements signed
- \$150,000k+ value of pro bono support received



GOVERNANCE

- Corporate structure changed to company limited by guarantee
- New constitution and governing charter
- 4 new active board committees



PEOPLE

- 5 new professional board members
- 33% increase in paid staff hours
- 1,650 hours skilled volunteers



BUSINESS MODEL

- Enhanced security of IT platform
- Preliminary work on national expansion of state based content



MARKET PRESENCE

- Continued advertising and stakeholder engagement as well as working with other FDV sector providers

OUR VALUES



"This makes me deal with my own DFV experience as well as help me to be a better peer worker. Thank you"

- Website user feedback

CASE STUDY

Sandra was in a 16-year marriage, although it took 14 years until she recognised she was in an abusive relationship. In her words, "Until then I just thought I was married to someone difficult". Following a protracted separation, she has now been legally divorced for 10 years. She reflects on the relationship and the divorce proceedings and, like most mothers, has her regrets and 'mother's guilt'.

She is now in the rebuild stage with praise for the mentors and guides along the way "who move you on from victim-mode" and who encourage, push and prod. There is also praise for Yourtoolkit.com and the step-by-step guidelines that inform and empower women to change their lives.

She notes "there is initially a paralysis of not believing we have any options". Her focus now is on learning how to negotiate for herself and acquiring financial skills. In her mind these "...are such critical skills".



Who are our users?⁶

Family violence and homelessness are significant concerns for our users, and we are an important resource for those seeking to support someone else facing family violence:

77%

FACE OR AT RISK OF FAMILY AND DOMESTIC VIOLENCE

31%

FACE OR AT RISK OF HOMELESSNESS

35%

OF THOSE WITH FDV CONCERNS ABOUT HOMELESSNESS

12%

WORK WITH PEOPLE FACING FAMILY & DOMESTIC VIOLENCE

12%

WORRIED ABOUT SOMEONE ELSE FACING FAMILY & DOMESTIC VIOLENCE

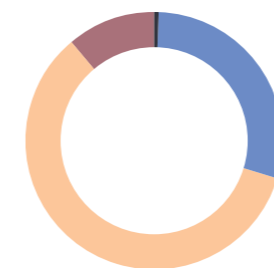
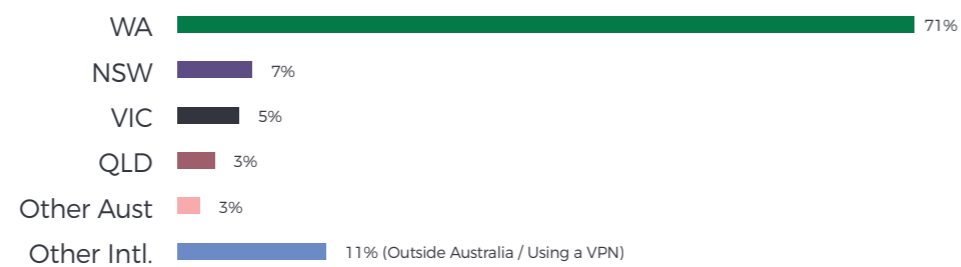


Our users are diverse, but Aboriginal and Torres Strait Islander and people with a disability are over represented compared to the general population, reflecting their increased vulnerability to family and domestic violence.

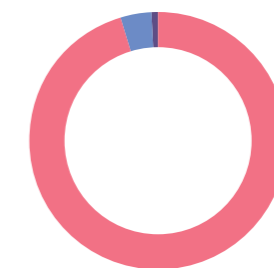
Group	% respondents	% Aust population
Aboriginal or Torres Strait Islander person	12.0%	3.8% ⁷
A person from a culturally and linguistically diverse background	5.1%	27.6% ⁸
A woman on a temporary visa	1.8%	2.7% ⁹
A woman without an income of their own	22.8%	39.6% ¹⁰
A person with a disability	13.8%	5.8% ¹¹
A person from a LGBTIQ community	3.2%	3.8% ¹²

The value proposition for national expansion of the state based content is clear.

Yourtoolkit.com already has national reach, despite the service directory component only servicing WA at present.



AGE
Under 18 1%
19 - 34 29%
35 - 54 59%
55+ 11%



GENDER
Female 95%
Male 4%
Other 1%

6. Based on Yourtoolkit.com pop up survey answers to 30 June 2023 and Google Analytics (location data)

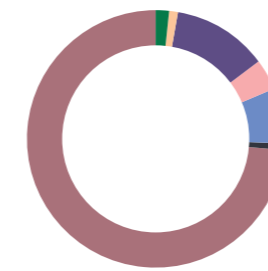
7. ABS 2021 Census-based estimates of resident Aboriginal and Torres Strait Islander population
8. ABS 2021 Census: % of population born overseas
9. ABS 2021 Census: female temporary visa holders x % all temporary visa holders aged 15 and over
10. ABS Labour force Australia June 2023: 60.4% of females were in employment (seasonally adjusted)
11. ABS 2021 Census: % of Australians who need assistance with core activities
12. ABS General Social Survey 2020

Finances



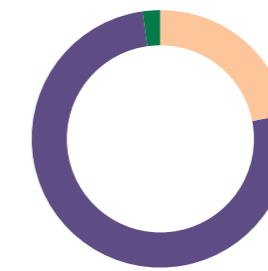
FY 2023 saw an operating surplus of \$77,275 reflecting the timing differences of funding and expenses. The majority of our operating expenses are related to the costs of employees - this is to be expected in an organisation that relies on people to conduct its activities. Web development and making people aware of the website resource through marketing and SEO accounted for our next biggest operating expenses.

Our administrative expenses are very low at less than 2% of total operating expenses. This is due to the generous support of Chartered Accountants Australia New Zealand who provide us with pro bono offices and associated amenities as well as the efforts of our volunteers and supporters.



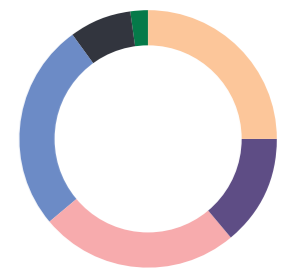
OPERATING EXPENSES FY 2023

Admin	2%
Capex	1%
Marketing	12%
SEO	4%
Web Dev	7%
Social Impact	1%
Employee & Volunteer expenses	74%



INCOME BY CATEGORY

Donations	22%
Grant	76%
Interest	2%



INCOME BY CONTRIBUTOR

Corporate	25%
Philanthropy	14%
Govt. (ex LW)	25%
Lotterywest	26%
Other Donation	8%
Interest	2%

Totals may not add up to 100% due to rounding

CORPORATE DETAILS

Yourtoolkit.com Limited	ACN: 666 106 707
The Women at Risk Trust	ABN: 12 714 495 538
Address	Level 11, 2 Mill Street Perth WA 6000
Email	info@financialtoolbox.org.au
Website	https://www.womenatrisktrust.com https://yourtoolkit.com
Board of Directors	Elisa Fear (Chair) Nadia Mansour (Company Secretary) Steven Cole (Chair Funding Committee) Richard Burnell (Chair Communications and IT Committee) Vivian Wang (Chair Finance Audit and Risk Committee) John McCarthy AO Dr. Yvonne Kallane
Ambassadors	Professor Lyn Beazley AO Emeritus Professor Mark Bush

THANK YOU TO OUR FUNDERS & SUPPORTERS



