

NATIONAL FEDERATION  
OF WOMEN'S INSTITUTES

theWI  
INSPIRING WOMEN

# ANNUAL REVIEW 2022 – 2023



Tea n Tiaras WI, Essex Federation



Stanmore WI. Photo credit: Melissa Page

## INTRODUCTION

This year marks the halfway point of our ambitious strategic vision, and as we continue to accelerate towards a more inclusive, flexible, growing and relevant, bold and inspiring WI, we reflect on a year full of achievements and WI firsts.

This has been a busy and exciting year for the WI, delivering on our ambitions to be: more inclusive by launching our Conversation Cafés and increasing our presence at a more diverse range of events; more flexible by introducing our new Supporter options to engage with more women and continuing to advance our successful Virtual WI model; growing and relevant through our increased focus on recruitment and supporting federations – demonstrated by an incredible 30,000 new members; and bold and inspiring through our range of activities, events, initiatives and campaign achievements.

Our non-member survey at the start of this year really helped us to understand what women are looking for in a woman's organisation, and with our traditional WI model, virtual WI model and the new Supporter options we hope we have something to cater to all women, regardless of age, background, circumstances, or time commitments.

We widened our events remit further still, appearing again at Pride – this time in Brighton – and Stylist Live, and adding Hay Festival in June to our repertoire. With plans for even more events next year, and working on events with local WIs and federations when we can, this is a key part of our aims to reach more women and speak to wider audiences.

Our Annual Meeting in Cardiff in May was a wonderful opportunity for members to come together and celebrate all things WI, while listening to our inspiring speakers – Ebony Rainford-Brent MBE and Professor Laura McAllister CBE – and hearing a range of voices, expert and member, debating our resolution and leading ultimately to the exciting launch of our Clean Rivers for People and Wildlife campaign.

It was also a successful year of collaborations and working with some incredible organisations and household names. These included Anya Hindmarch, the leading British accessories designer, with whom we created a pop-up experience across several shops on Pont Street, London. We also worked closely with The Wildlife Trusts, Incredible Edible and Garden Organic to launch the exciting new Coronation Gardens initiative, and with members of the /Together coalition on a brilliant Thank You Day, which included WI members joining singer Tony Christie at St Pancras Station to form a flashmob.

Our incredible partnerships, growing membership, progressive campaigning, significant events presence, and continued focus on education for all women have helped to ensure another successful WI year. We hope you enjoy reading about our highlights.

## CONTENTS

### PAGE 6 MEMBERSHIP

Developing and strengthening all aspects of the membership experience.

### PAGE 17 PUBLIC AFFAIRS

Looking at a year of inspiring campaigning on the issues that matter to women.

### PAGE 26 NFWI WALES

The WI is represented in Wales.

### PAGE 15 EVENTS

The NFWI Annual Meeting returns and the WI celebrates diversity.

### PAGE 21 EDUCATION

Expanding and developing our educational offering to members.

### PAGE 32 FINANCES

A reflection of the financial year.

### PAGE 25 WI ENTERPRISES

Commercial partnership, *WI Life* and branded WI items.



Staff and Trustees at the NFWI stand, Brighton Pride 2023. Photo credit: Andrew Hasson

# OUR YEAR IN PICTURES 2022 – 2023



## 1. SEPTEMBER 2022

As part of the *Make a Match* campaign, members used recycled materials to craft embellished blood drops to raise awareness of the need for more stem cell donors, culminating in an online exhibition.

## 2. OCTOBER 2022

WI members celebrate Black History Month.

## 3. NOVEMBER 2022

NFWI attended a parliamentary reception hosted by Baroness Gale to celebrate ratification of the Istanbul Convention and to hear about the next steps to ensure all women are protected from violence.

## 4. DECEMBER 2022

Conversation Cafés were created to provide a way for WIs to welcome refugee women into their communities and offer non-crisis support.

## 5. JANUARY 2023

Members of West Midlands Federation organised a meeting with their Police and Crime Commissioner (PCC) Simon Foster and the Victims Commissioner for the West Midlands, Councillor Nicky Brennan.

## 6. FEBRUARY 2023

Collaboration with Anya Hindmarch, leading British accessories designer, creating a pop-up experience across several shops on Pont Street, London.

## 7. MARCH 2023

To mark International Women's Day, WI members took part in the Million Women Rise march in London.

## 8. APRIL 2023

WI Supporter options were launched.

## 9. MAY 2023

The Denman Trust Board was pleased to see the completion of the final stage in the Charity Commission consultation, and that the Charity Commission has formally approved the proposal for the Trust to release £2.75m of the proceeds of the sale of Denman College to fund a new educational model.

## 10. JUNE 2023

The WI and the Marine Conservation Society held a parliamentary drop-in to mark World Oceans Day and call for action on microplastic pollution.

## 11. JULY 2023

Thank You Day - The WI proudly supported the /Together Coalition and Music for Dementia as they led the charge to get communities connecting through music.

## 12. AUGUST 2023

The WI celebrated Pride and NFWI attended Brighton Pride. We had a brilliant day raising awareness of the WI with our stand which featured photos of our wonderful members, lots of promo material and WI-branded giveaways.

## 13. SEPTEMBER 2023

The WI Week of River Action was WI members' first chance to stand together across England, Wales and the Islands to call for urgent action to clean up our rivers.

Review compiled by Joanna Rayner,  
Head of Membership and Engagement



Inter-WI darts friendly organised by Catford WI, West Kent Federation. Photo credit: Izzie Jones

# MEMBERSHIP

This has been a busy and exciting year for membership within the WI, with an incredible increase of almost 30,000 new members.

In the spirit of broadening our membership to all women, the winners of the first Recruitment Awards, which were launched in April 2022, were announced in May 2023 at the Annual Meeting. This initiative brings NFWI in line with NFWI Wales which relaunched its pre-existing Recruitment Award at the same time after a pause due to the pandemic. The Recruitment Awards are an opportunity to recognise all the hard work all our WIs do to recruit new members and continue to provide an enriching WI experience for all their members. We applaud all our WIs and their efforts. A Recruitment Award was given to those WIs which had increased their membership by the highest percentage in comparison to the previous subscription year.

For England and the Islands, we have three categories and we were delighted to announce the winners as:

*WIs with 24 members or fewer*  
**Formby WI, Lancashire Federation**

*WIs with 25-50 members*  
**Frinton-on-Sea WI, Essex Federation**

*WIs with 51 members or more*  
**Hawley WI, Berkshire Federation**



Tyne & Wear South Federation

All the winning WIs received a prize of £200 to be used in line with the WI charitable objects and to the benefit of all their members. Formby WI, Lancashire Federation very generously gave the prize money to the runner-up in the same category, Codicote WI, Hertfordshire Federation, as they were so impressed with its story of recruiting enough new members to reverse a suspension decision.

For the inaugural 2023 awards only, we also ran a federation-level Recruitment Award which was won by Tyne & Wear South Federation which also received a prize of £200 for future recruitment or federation events.

## WI SUPPORTERS

The WI's remit further widened with the introduction of WI Supporter options in April 2023, adding more inspiring women to the WI family. This is part of the WI's work to reach out to a wider audience and provide a way to engage with the WI movement and keep up to date with WI news and activities for women who may be too busy to join a local WI and attend meetings. The WI Supporter options also provide a way for everyone to support the WI in our work. There are two options: a simple £5 donation which gives the Supporter regular updates; and the WI Supporter Plus for £18 which is for women only and gives a taste of membership.



### Become a WI Supporter

You can make your voice heard on a local and national level whilst supporting our work.

**169,437**

TOTAL ACTIVE FULL MEMBERS

**6,532**

TOTAL ACTIVE DUAL MEMBERS

**5,130**

TOTAL WIS (INCLUDING VIRTUAL WIS)

**130**

TOTAL ACTIVE SUPPORTERS

**29,784**

TOTAL NEW MEMBERS FROM 1 SEPT 2022 – 30 SEPT 2023

**42**

TOTAL NEW WIS FROM 1 SEPT 2022 – 30 SEPT 2023



As part of our WI Supporter Plus work, we recruited several high-profile WI Supporters as WI Ambassadors, and will be inviting more high-profile women who align with the WI ethos and values to join the WI movement. The first high profile Supporter we had welcomed on board was Anya Hindmarch, with whom we were thrilled to collaborate in February 2023, creating a pop-up experience across several shops on Pont Street, London. Each storefront was decorated with knitted patchwork, original WI banners formed an exhibition and a select number of bespoke products inspired by WI campaigns were on sale.



Our other high-profile WI Supporters gained during this year are Professor Laura McAllister, who spoke at the NFWI Annual Meeting in June 2023, and Dr Lucy Pollock.



**Prof Laura McAllister CBE, FLSW**

UEFA Vice President and Co-Chair of the Independent Commission on the Constitutional Future of Wales



**Dr Lucy Pollock**

Consultant Geriatrician and author

In addition to increasing our movement with new members and supporters, we have been working to expand our reach to more diverse groups of women. In December 2022, we were excited to launch Conversation Café guidance to encourage members to support refugee women within their local areas. This was to expand upon the pilot Conversation Café run by Sewerby WI, East Yorkshire Federation since May 2022 with the support of East Riding of Yorkshire Council.



In our commitment to inclusion and showing solidarity to all women, NFWI attended Brighton Pride. We had a brilliant day raising awareness of the WI with our stand which featured photos of our wonderful members, lots of promo material and WI-branded giveaways. NFWI Trustees and staff volunteered to hold the stall and we had local WI members stopping to say hello as well as speaking to many interested women on the day, giving us the opportunity to promote local and virtual WIs as well as our new WI Supporter options.



Brighton Pride attendees. Photo credit Andrew Hasson

Virtual WIs, one of our most flexible member offerings, have continued to grow and provide an alternative means to become part of the WI movement for women who find online communities meet their needs. We are delighted to say that we opened two more virtual WIs this year and we now have 17 in total – welcome to the family! Virtual WIs also expand the option for dual membership, with members choosing to join both in-person and virtual WIs, and we are pleased to see that there are plenty of both full and dual members in our virtual WIs.

Virtual WIs held their first joint Summer Festival which took place over three days. It involved all the existing virtual WIs and included members from all over the UK, and even a few members joining in from overseas. The virtual WIs got together for a fun-packed and inspiring festival, with crafts, a virtual picnic, a quiz, and an Alice in Wonderland-themed murder mystery event. The virtual festival included addresses from NFWI Chair Ann Jones DL and NFWI CEO Melissa

Green, and messages of support from HM Queen Camilla and HRH Sophie, Duchess of Edinburgh.





*Pensby WI, Cheshire Federation abseiling fundraiser for Dogs for Good assistance dogs*

As a growing and inclusive organisation, we know it is important to offer our members the support and framework they need for the successful running of WIs. This includes all the work we do to ensure our policies are up to date and fit for purpose. The NFWI Safeguarding Policy was released in January 2023, and training has been rolled out to the Federation Safeguarding Officers (FSOs). Feedback has been positive, including FSOs feeding back how they will pass on updates to their WIs, such as putting information into the federation newsletters.



*Members of Putney WI visiting 104 as part of NFWI's WI Day celebration*

### WI DAY 2023

The NFWI was founded on 16 September 1915 and we mark WI Day every September when we celebrate all the inspiring women who make up the WI and all the WI's wonderful achievements. WI Day 2023 saw a number of federations and WIs celebrating with their members and opening up events for the public to celebrate and promote the WI. This included an online balloon hunt with Hampshire Federation, Middlesex Federation using the event to relaunch its WI group events, and Suffolk West and Suffolk East Federations coming together to encourage their WIs to create a roster of WI open days. NFWI also held a WI Day event at the head office, and we were delighted to have some of Putney WI's members join us for tea, cake and nibbles.



*The Middlesex Federation Secretary Georgina Glynn – on left and a member attending the Middlesex Federation WI Day celebration of a WI group meeting, with a craft competition, raffle, quiz, skittles and tea and cake*



*Middlesex Federation members enjoying the skittles at the federation's WI Day celebration*



*Members of Middlesex Federation enjoying the federation's WI celebration*

Our WI promo video was also created and launched for WI Day 2023. This is a short video on our website and on social media which features our wonderful members – the heart of the WI. It showcases the friendship and community our members have found, the exciting and rewarding activities they enjoy and highlights that we are a campaigning organisation. Please go to the website and share the video on your own social media.



*Brislington WI, Avon Federation, life-drawing class*



*Staff and cake at NFWI's WI Day celebration at 104*



## WHAT WIS HAVE BEEN DOING:

The Membership Team heard about loads of great events held WIs through staff visiting local groups and by WIs contacting the Membership Team.

These include:



Inter-WI darts friendly. Photo credit: Izzie Jones

- The darts friendly hosted by Catford WI. The WIs that took part are: Catford WI, Lee Green WI, Blackheath and Greenwich WI, Peckham WI and Petts Wood WI, all West Kent Federation.



Inter-WI darts friendly. Photo credit: Izzie Jones



Photo credit: Margaret Whittaker

- Rothbury WI's North Sea skinny dip to raise money for local charity HospiceCare North Northumberland. Intrepid members braved the cold waters of the North Sea and raised over £4,500 for their cause and got mentions on local news including the BBC.

- A jewellery upcycling workshop at Gothic Valley WI, Middlesex Central Federation

- Towcester Evening WI Gardening Team winning Volunteer Team of the Year as part of its local council awards, the South Northamptonshire Volunteer Awards.

The WI Gardening Team looks after 5 WI planters in Towcester, works with local school children, planting daffodils and bluebells around the town, and has planted 50 trees and daffodils in the town centre. Two founder members of Towcester Evening WI collected the award – Sue Hamilton and Margaret Knowlton. (All projects have been kindly sponsored by businesses in the town or through grants obtained from our local councils.)



Towcester Evening WI, Northamptonshire Federation member Sue Hamilton (right) receiving the Volunteer Team of the Year award at South Northamptonshire Council Volunteer awards

- Tea N Tiaras, Essex Federation WI hosting a board game evening and fancy dress, with four new members attending and the evening set up to facilitate everyone speaking to someone new to them.



## CORONATION GARDENS

Earlier this year, HM King Charles III called for more people to grow food in harmony with nature, and this led to an exciting new partnership between The WI, The Wildlife Trusts, Incredible Edible and Garden Organic. This initiative has been backed with funding from The National Lottery Heritage Fund, and has one single aim: to support, inspire and encourage individuals and communities to grow fruit and vegetables in a wildlife-friendly way.

The initiative aims to support people to make small changes, wherever practical and possible, to grow food in a way that can benefit nature.



Annual Review 2022 – 2023

## SOCIAL MEDIA



**37,082**

FACEBOOK FOLLOWERS



**16,045**

INSTAGRAM FOLLOWERS



**40.8K**

X (FORMERLY TWITTER) FOLLOWERS

**19,344**

SUBSCRIBERS TO THE NEWSLETTER

## DIGITAL SERVICES STATS:

**2,335,004**

MAIN WEBSITE PAGE VIEWS

**576,328**

MAIN WEBSITE – NUMBER OF UNIQUE VISITORS

**970,120**

MY WI PAGE VIEWS

**53,212**

MY WI REGISTERED MEMBERS



# EVENTS

## ANNUAL MEETING 2023

The 2023 NFWI Annual Meeting was held at the St David's Hall in Cardiff on 25 May. The meeting was attended by approximately 1,500 members and guests in person and 881 online attendees.

The keynote speakers included Ebony Rainford-Brent MBE, who is a World Cup Winning Cricketer, Broadcaster, Motivational Speaker and Performance Coach. Ebony is a former English cricketer and was a member of the England Team that won the 9th ICC Women's Cricket World Cup in Sydney in 2009.

Members also heard from Laura McAllister CBE.

Previously a highly successful and groundbreaking international footballer, Laura is now a Professor of Public Policy and the Governance of Wales at Cardiff

University's Wales Governance Centre, Deputy Chair of the UEFA Women's Football Committee, and Chair of the Welsh Sports Hall of Fame. She is also an expert on devolution, Welsh politics and elections, public policy and leadership, gender and political representation and sports governance.

Many WIs enjoyed meeting in their local community spaces or their homes to watch the AM virtually together.

2024 will see a return to the Royal Albert Hall.







## STYLIST LIVE 2022

The NFWI staff and some local WI representatives were at Stylist Live in London in November 2022. Delegates were able to enjoy learning more about the WI and its campaigns. The team also returned to Stylist Live in 2023 and promoted the new Supporter options.

# PUBLIC AFFAIRS

As always, our campaigning activity this year has been diverse, relevant and impactful, focusing on issues that matter most to our members, both on a national platform and at a local level.

One of the WI's most successful and relevant campaign areas is on Climate Change, and this has continued to be a priority this year as well. September 2022 saw WIs across the country take part in Great Big Green Week, and as part of The Climate Coalition's Letters to Tomorrow campaign, Cheshire Climate Ambassadors, Sue Bentley MBE and Alia El-Asmar, met with Leader of the Opposition, Sir Keir Starmer QC.



## HAY FESTIVAL 2023

Over 1,000 women engaged with the team at Hay over the course of 10 days.

Over 250 goody bags were given away, each one filled with WI recipe cards, Denman course information and Become a Member Leaflets.



Federations noted that they enjoyed supporting the event and their presence helped them to get their promotional materials out to potential local members. Existing members and non-members who visited the stand noted that it was positive to see the WI at the event, and many non-members commented on how their perception of the WI was starting to change.



WI Climate Ambassador Jill Bruce and (then) Secretary of State for Environment, Food & Rural Affairs Thérèse Coffey MP

As in previous years, members also took part in Show the Love 2023 in February. Across England, Wales and the Islands, WI members organised green heart crafting events for displays in local libraries and local high street shops, repair cafés, swishing events, family-friendly green heart trails, green heart yarnbombing events, presentations of green hearts to constituency MPs, and lots more!

Our End Plastic Soup campaign has also continued to go from strength to strength since its launch in 2017, when the WI was one of the first organisations to campaign on this issue.

A major success for the End Plastic Soup campaign and the APPG on Microplastics came in Spring 2023, when the government accepted the need for filters to be installed in washing machines to tackle plastic pollution from washing synthetic clothing. This came in its policy paper Plan for Water, which stopped short of making such filters mandatory.

Later, in June 2023, the WI and the Marine Conservation Society held a parliamentary drop-in to mark World Oceans Day and call for action on microplastic pollution.

- **Instagram engagement results**  
6,999 reach, 386 likes, 7 comments (over 5 posts)
- **Facebook engagement results**  
14,399 reach over 4 posts
- **X (formerly Twitter) engagement results**  
7,372 impressions and 53 engagements over 3 posts.



Another longstanding campaigning area is No More Violence Against Women, and this year it remained a priority. At the end of November 2022, NFWI Public Affairs attended a parliamentary reception hosted by Baroness Gale to celebrate ratification of the Istanbul Convention and to hear about the next steps to ensure all women are protected from violence.

At the same time, WIs and federations took part in the 16 days of activism to end gender-based violence from 25 November (White Ribbon Day) to 10 December (Human Rights Day). WI members generously donated goods and raised money for their local women's refuges, and held candlelight vigils and virtual discussions in their WIs to learn more about the issue.

Later, in January 2023, members of West Midlands Federation organised a meeting with their Police and Crime Commissioner Simon Foster and the Victims Commissioner for the West Midlands, Councillor Nicky Brennan. NFWI published guidance materials for other WIs and federations to meet with their PCC.

The WI also participated again in The Million Women Rise March on Saturday 4 March 2023, which saw WI members from across the country gather to attend the march through central London and WI pre-meet where they heard from expert speakers and discussed what needs to be done to bring an end to violence against women and girls. The event began with a keynote speech from Anneliese Dodds MP, Shadow Secretary of State for Women and Equalities.



### INTERNATIONAL WOMEN'S DAY 2023:

To mark International Women's Day on 8 March 2023, the WI invited members of the WI and other women's organisations in the 6-O group to hear from expert speakers Lina AbiRafeh (global women's rights

expert and gender equality advocate) and Tabitha Morton (Chief Operating Officer, UN Women UK) on the importance of women in leadership.



Our new Clean Rivers for People and Wildlife campaign was launched at the Annual Meeting in May 2023. This was followed by the WI Week of River Action, taking place between 11-18 September, which was WI members' first chance to stand together across England, Wales and the Islands to call for urgent action to clean up our rivers.



## OTHER NOTABLE CAMPAIGNING ACTIVITY:

In September 2022, as part of the Make a Match campaign, members used recycled materials to craft embellished blood drops, to raise awareness of the need for more stem cell donors, culminating in an online exhibition.



WIs taking the Thinking Differently pledge: As part of the Thinking Differently campaign, WIs have been pledging to make sure their meetings are welcoming to autistic women and women with ADHD.

## EDUCATION

Last year, three teams were merged into one centralised Education Team for NFWI and Denman Trust, and the new Education Team's work has focused on, identifying the benefits of building essential skills; understanding how to engage adults in learning and exploring the most effective ways of delivering essential skills; and creating pioneering service experiences for both charities.



Harrow-on-the-Hill WI archery taster.  
Photo credit: Izzie Jones

The structure is divided into three key areas: Business Development, Operations & Delivery, and Committee Administration.

### Business Development

This area has responsibility to lead the development and growth of existing and new education programmes nationally, and actively promote both NFWI and Denman Trust, through internal and external partnerships (training providers, academic institutions, regional members, corporate and government bodies, federations, WIs).

### Operations and Delivery

This area has responsibility to manage the development, design and delivery of the educational programmes offered by the NFWI and the Denman Trust, ensuring WI members have access to innovative and comprehensive educational offers both as part of their membership package and outside.

### Committee Support

This area supports the NFWI Education Committee and the Denman Trust Board including administrative support to Working Groups.



On 23 February 2023, the WI proudly joined Common Seas at 10 Downing Street to deliver the Blood Type Plastic petition to the Prime Minister. The WI supported the petition last year after Common Seas released research that showed 77% of people tested had plastic in their blood.



As a result of a comprehensive review in 2019, the number of committees for Education has been reduced to two, and now includes the NFWI Education Committee and Denman Board. The new Education Committee, supported by the staff team, has steered the focus of education to re-align this with the NFWI strategic vision, and particularly focused on the objectives:

1. for federations trustees to be supported with more specialised training
2. to equip members and those volunteers in key roles with transferable skills and fundamental skillsets
3. to enable more timely and positive conversations to create a better tomorrow for our organisation.
4. to activate peer to peer learning by creating networking opportunities with organisations outside the WI
5. to think out of the box and apply learnings to real world situations
6. for members to access opportunities from a coherent range or menu of options
7. to stimulate growth for the organisation and personal development for volunteers and members.

Consequently, the NFWI Board of Trustees made the decision to disband the National Trainer's Network, as we develop a more consistent approach to external partnerships, engagement of specialists and access to restricted funding. Volunteers have had access to specialist trainers within various areas of expertise in charity governance, providing up-to-date, accurate and consistent information within the charity sector to practice better governance, therefore improving charity effectiveness.

In May 2023, the Denman Trust Board was pleased to see the completion of final stage in the Charity Commission consultation, and that the Charity Commission have formally approved the proposal for the Trust to release £2.75m of the proceeds of the sale of Denman College to fund a new educational model, leaving the remaining funds (£4m) in permanent endowment accruing interest and ensuring a sustainable future for the Denman Trust.



## ME, MYSELF AND WI

The WI has an outstanding reputation for supporting members during times of change and uncertainty, and with the ever-changing economy and uncertainty of the current financial climate, 'Me, Myself and WI' in May 2023, played a vital role in encouraging members to focus on their wellbeing and what could be done to improve their mental and physical health. With many members choosing to engage in 'Me, Myself and WI' either in private or within their WI, resources, activities and projects were adapted so that members could take part at their leisure.





## THANK YOU DAY 2023

On Sunday 2 July 2023, the WI proudly supported the /Together Coalition and Music for Dementia as they led the charge to get communities connecting through music, and members around the country were encouraged to take part and thank those who aren't thanked enough – the country's unsung heroes. So many people change their lives to care for others and give tireless friendship and dedication to loved ones with dementia so they can stay in their own homes and live their best lives possible. Music was perfect for creating those moments of connection and to say Thank You.

Around the country 6.3 million people, including members of the WI came together in parks, town centres, local care homes, pubs and even supermarkets to say 'thank you' and sing the Thank You Day official anthem 'Thank You for Being a Friend' recorded by Tony Christie and very special guests Sting and Nile Rodgers. Our very own WI supporter, 18-year-old Katie, was also invited to represent the WI and sing on the track. Over 30 members also came together at St Pancras Station, London to form a flashmob and sing along with Tony Christie on the platform!



## WIE

WI Enterprises Ltd saw some progression over the course of 2022 – 2023, but continuing economic uncertainty slowed the progress of the company in several of its revenue areas.

The advertising marketplace in *WI Life* magazine remained solid but growth was not to the level expected and continuing rises in some cost centres in the production of the magazine impinged on profit margins.

*WI Life* continued to show that even during the most challenging of times, members were as robust as ever, enjoying the WI and their communities as well as illustrating the diversity and inclusive nature of the organisation. There was some excellent coverage of WI members supporting the campaigning side of the organisation as well as thoughtful features of how members have coped with such issues as mental health, where the WI has been a support mechanism or, at the very least, a collective shoulder to cry on.

The membership voucher booklet, *WI Life Little Book of Offers*, and the advertising content of the magazine brought many offers and discounts to members.

The recovery of the Retail sector of WIE saw some progress even with difficult market forces still having to be faced. The online shop saw the introduction of many new WI-branded and non-branded to buy, and the partnership with Hobbycraft continued to flourish with WI-branded products expanding into such areas as fabrics, and beautiful knitting and craft storage products being introduced.



We had a strong collaboration with Anya Hindmarch, the leading British accessories designer, creating a pop-up experience across several shops on Pont Street, London. Each storefront was decorated with knitted patchwork, original WI banners formed an exhibition and a select number of bespoke products inspired by WI campaigns were on sale.

Over the forthcoming year, *WI Life* will continue to provide the membership with a sharp overview of the very best aspects of being a member of the organisation and several new products will be added to the online shop collection.

As always, each year, the NFWI Raffle is embraced by federations and WIs, with winners walking away with either a hefty cash lump sum or one of the other high value prizes.



Candlelight vigil.  
Credit: Glenn Edwards

# WALES

## VIOLENCE AGAINST WOMEN AND NOT IN MY NAME

A cross-party stakeholder event was held in the Senedd on 21 November 2022 to mark the International Day for the Elimination of Violence Against Women and International White Ribbon Day, which focused on the important role of workplaces in responding to and preventing gender-based violence. Panel members included Jane Hutt MS, Minister for Social Justice; Tina Reece, Welsh Women's Aid; Shavanah Taj, Wales TUC; and Steve Barnbrook, White Ribbon UK.



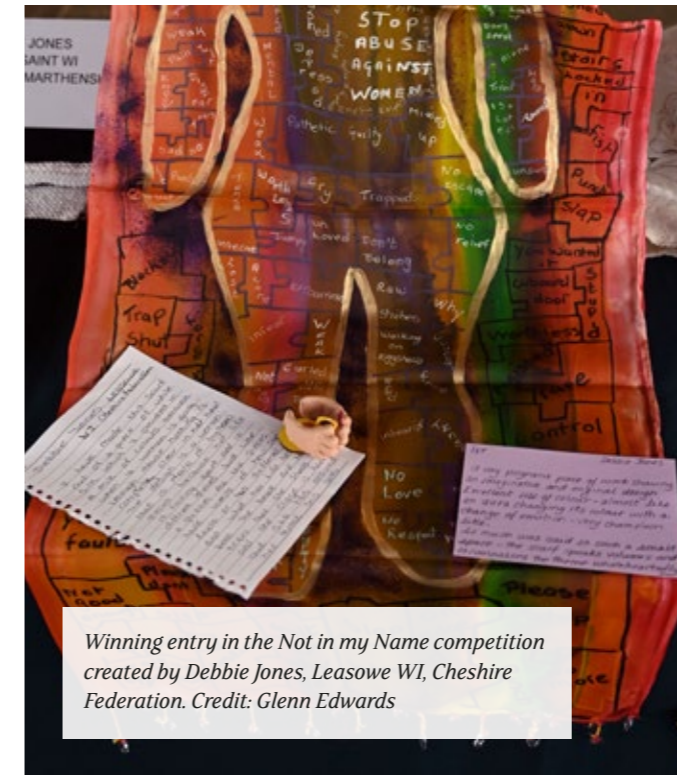
Domestic abuse survivor Ruth Dodsworth of ITV Wales speaking at the candlelight vigil. Credit: Glenn Edwards

Later that evening, a candlelight vigil was held at the Senedd and attended by over 100 supporters. The event was addressed by a range of speakers including Ruth Dodsworth, ITV Wales; Mike Wilkinson, Deputy Chief Executive of New Pathways; and representatives from each of the political parties.



Supporters at the vigil. Credit: Glenn Edwards

Eleven entries were received in the Not in my Name competition to design and make a scarf. The winner was Debbie Jones, Leasowe WI, Cheshire Federation and the runners-up were Karen Redgrave, Mawsley WI, Northamptonshire Federation and 'The Scarf Team', West Kirby WI, Cheshire Federation.



Winning entry in the Not in my Name competition created by Debbie Jones, Leasowe WI, Cheshire Federation. Credit: Glenn Edwards

On Tuesday 25 July 2023, the Not in my Name campaign for 2023 was launched at the Royal Welsh Show. Chaired by Jill Rundle, Chair of the Federations of Wales, the event hosted by the Farmers' Union of Wales, focused on violence against women in rural communities. We heard powerful speeches from domestic abuse survivors Rhiannon Bragg and Ruth Dodsworth, Ann Williams, Manager of the Live Fear Free Helpline, Ian Rickman, FUW President and Dafydd Llywelyn, Dyfed Powys Police and Crime Commissioner (PCC). The room was packed and attended by many MPs, MSs and a Welsh Government Minister as well as partner organisations.

The press coverage was excellent with items on S4C, BBC Radio Cymru and BBC Radio Wales and the event was the lead story on the ITV Wales evening news bulletin, which included an interview with Jill Rundle.

## ROYAL WELSH WINTER FAIR 2022

Over 30 entries were on display in the craft competition for a Mrs Claus (any medium) and over 20 entries in the Christmas Pudding competition.

The winners were:

**Mrs Claus** Jill Nicholson, Gwent Federation

**Christmas Pudding** Evana Lloyd, Ceredigion Federation

## ROYAL WELSH SHOW - JULY 2023

The NFWI-Wales stand was hosted by Glamorgan Federation. The theme of the stand was 'Out of the Box Into the Future', and it showcased how the WI movement has been instrumental in achieving positive change for women and for society, and how it has developed since its formation in 1915. We were delighted to welcome Hannah Blythyn MS, Deputy Minister for Social Partnership to the stand.

The theme of the 2023 Rose Bowl (produce and handicraft) and Brecon Cup (floral art) competitions was 'All Things Bright and Beautiful', and congratulations go to the winners Powys – Brecknock Federation who won the Rose Bowl and Ceredigion Federation who took the Brecon Cup.



WI stand at the Royal Welsh Show



Wales Annual Conference



Ize Adava, Soil & Environmental Scientist and Climate Change Mitigation Researcher addressing delegates at the Wales Conference

## NFWI-WALES ANNUAL CONFERENCE - MARCH 2023

The conference was a great success. The hall was full and there were over a 100 viewers online, with some WIs coming together to watch the conference. All the speakers were well received, and were as follows:

Chrissie Booth, NFWI Vice Chair

Ize Adava, Ize Adava, Soil & Environmental Scientist and Climate Change Mitigation Researcher

Debra Drake, Finalist on *The Great British Sewing Bee 2022* programme (BBC)

Mali Parry-Jones, longstanding RNLI Volunteer and TV Producer

## NATIONAL EISTEDDFOD - AUGUST 2023

The NFWI-Wales stand hosted by Gwynedd – Caernarfon Federation was based on the theme 'Freedom', which was also the subject of the Eisteddfod crown competition, and highlighted some of the issues that the WI has campaigned on linked to 'Freedom', dating from the early years of the WI up to the present day.

To encourage higher standards of exhibits at the Eisteddfod, NFWI-Wales sponsors a competition for the best and runner-up stand from the voluntary sector. The winner was the RNLI, and Gwasanaeth Cerdd Ysgolion Gwynedd a Môn (Gwynedd & Anglesey Schools Music Service) was the runner-up.

Jane Hutt MS, Minister for Social Justice and Welsh Government Chief Whip visited the stand, as did many of our partner organisations.

## PUBLIC AFFAIRS CONFERENCES 2023

Two Public Affairs conferences were held in September, one in-person in Carmarthen and a virtual conference. Members had opportunities to hear expert speakers on a range of topics as follows:

Women's Health: Dee Montague-Coast, Engagement Officer, Fair Treatment for the Women of Wales; Dr Mair Hopkin, RCGPs Cymru Wales; Dr Heather Payne, Senior Medical Officer, Welsh Government; Willow Holloway, Autistic Lived Experience Advisor and Disability Consultant

Sustainable Farming Scheme: David Ashford, Senior Engagement Manager, Land Management Reform Unit, Welsh Government

Clean and Healthy Rivers: Gail Davies-Walsh, Chief Executive Officer, Afonydd Cymru and Dr Christian Dunn, Bangor University

Stop Modern Slavery: Angelina Rodrigues, Senior Modern Slavery and Workers Rights Manager, Welsh Government, Rakhshanda Shahzad, Head of Modern Slavery and Human Trafficking Services, Bawso and Glory Williams, Acting Assistant Manager, Bawso



Gail Davies-Walsh, CEO, Afonydd Cymru addressing members at the Public Affairs Conference about clean and healthy rivers



David Ashford, Welsh Government discussing the proposals for a Sustainable Farming Scheme at the Public Affairs Conference in Carmarthen

## EVERYWOMAN FESTIVAL 2023

The Wales Office team spent the day at the Everywoman Festival in Cardiff on Saturday 24 June. The Festival aimed to empower and educate people on health topics that many find difficult to talk about or consider taboo. The theme of the day was '*Because Women's Matters Matter*'. The team spoke to over 100 women throughout the day and promoted the WI's health campaigns, in particular See the Signs, 5 Minutes that Matter and Thinking Differently: Autistic and ADHD Women and Girls. We were delighted to welcome Eluned Morgan MS, Minister for Health to the stand to talk about women's health.

## SEE THE SIGNS

NFWI-Wales and Target Ovarian Cancer launched an online petition in May calling on the Welsh Government to take urgent action to fund a national awareness campaign on ovarian cancer symptoms. 755 people signed the petition.

## BOWLS WALES

NFWI-Wales established a partnership with Bowls Wales to encourage more women to play bowls. Sessions will be delivered in federations.

# CYMRU

## TRAIS YN ERBYN MENYWOD AC NID YN FYENWI

Cynhaliwyd digwyddiad trawsbleidiol i randdeiliaid yn y Senedd ar 21 Tachwedd 2022 i nodi Diwrnod Rhyngwladol Diddymu Trais yn erbyn Menywod a Diwrnod Rhyngwladol Rhuban Gwyn, a oedd yn canolbwyntio ar y rôl bwysig mae gweithleoedd yn ei chwarae wrth ymateb i drais ar sail rhywedd a'i atal. Roedd aelodau'r panel yn cynnwys Jane Hutt AoS, y Gweinidog Cyfiawnder Cymdeithasol; Tina Reece, Cymorth i Ferched Cymru; Shavanah Taj, TUC Cymru; a Steve Barnbrook, elusen White Ribbon UK.

Yn hwyrach y noson honno, cynhaliwyd gwylnos yng ngolau canhwylau yn y Senedd ac roedd mwy na 100 o gefnogwyr yn bresennol. Anerchwyd y digwyddiad gan siaradwyr amrywiol gan gynnwys Ruth Dodsworth, ITV Wales; Mike Wilkinson, Dirprwy Brif Weithredwr New Pathways; a chynrychiolwyr o bob plaid wleidyddol.

Cafwyd 11 o gynigion i ddylunio a chreu sgarff ar gyfer cystadleuaeth Nid yn Fy Enw i. Enillydd y gystadleuaeth oedd Debbie Jones, SyM Leasowe, Ffederasiwn Swydd Caer, a Karen Redgrave, SyM Mawsley, Ffederasiwn Northamptonshire a 'Thim Sgarff', SyM West Kirby, Ffederasiwn Swydd Caer ddaeth yn ail.

Ar ddydd Mawrth 25 Gorffennaf 2023, lansiwyd ymgyrch Nid yn Fy Enw i 2023 yn Sioe Frenhinol Cymru, dan gadeiryddiaeth Jill Rundle, Cadeirydd Ffederasiynau Cymru. Roedd y digwyddiad, a gynhaliwyd gan Undeb Amaethwyr Cymru, yn canolbwyntio ar drais yn erbyn menywod mewn cymunedau gwledig, a chlywsom areithiau pwerus gan Rhianon Bragg a Ruth Dodsworth, goroeswyr cam-drin domestig; Ann Williams, Rheolwr Llinell Gymorth Byw Heb Ofn; Ian Rickman, Llywydd Undeb Amaethwyr Cymru a Dafydd Llywelyn, Comisiynydd Heddlu a Throsedd Dyfed Powys. Roedd yr ystafell yn orlawn ac roedd llawer o Aelodau Seneddol, Aelodau'r Senedd a Gweinidog Llywodraeth Cymru yn bresennol, ynghyd â sefydliadau partner.

Rhoddyd sylw ardderchog i'r digwyddiad yn y wasg gydag eitemau amdano ar S4C, BBC Radio Cymru a BBC Radio Wales. Y digwyddiad oedd prif stori bwletin newyddion ITV Wales gyda'r nos ac roedd yn cynnwys cyfweiliad â Jill Rundle, Cadeirydd Ffederasiynau Cymru.

## FFAIR AEAF FRENHINOL CYMRU 2022

Arddangoswyd mwy na 30 o gynigion y gystadleuaeth greffttau i greu Mrs Corn (unrhyw gyfrwng) a mwy na 20 o gynigion y gystadleuaeth i goginio Pwddin Nadolig.

Yr enillwyr oedd:

Mrs Corn: Jill Nicholson, Ffederasiwn Gwent

Pwddin Nadolig: Evana Lloyd, Ffederasiwn Ceredigion

## SIOE FRENHINOL CYMRU - GORFFENNAF 2023

Ffederasiwn Morgannwg oedd yn gyfrifol am stondin FfCSyM-Cymru yn y sioe, dan y thema 'Allan o'r Bocs ac i Mewn i'r Dyfodol'. Dangosa'r rhan flaenllaw a chwaraewyd gan fudiad SyM yn y broses o sicrhau newid cadarnhaol i fenywod ac i gymdeithas, a'r ffordd mae wedi datblygu ers ei sefydlu yn 1915. Roeddem wrth ein boddau i wahodd Hannah Blythyn AoS, y Dirprwy Weinidog Partneriaeth Gymdeithasol i'r stondin.

'Pob Peth Disglair a Hardd' oedd thema cystadleuaeth y Bowlen Rhosod 2023 (cynnyrch a chrefftau llaw) a chystadleuaeth Cwpan Brycheiniog (celfwaith blodau). Llongyfarchiadau i Ffederasiwn Powys Brycheiniog am ennill y Bowlen Rhosod ac i Ffederasiwn Ceredigion a enillodd Cwpan Brycheiniog.

## CYNHADLEDD FLYNYDDOL FFCSYM-CYMRU - MAWRTH 2023

Roedd y gynhadledd yn llwyddiant ysgubol. Roedd y neuadd yn llawn ac roedd mwy na chant o aelodau'n gwyllo ar lein gyda rhai ohonynt wedi dod ynghyd i wyllo gyda'i gilydd. Estynnwyd croeso cynnes i'r holl siaradwyr, sef:

Chrissie Booth, Is-gadeirydd FfCSyM

Ize Adava, Cenhadwr Newid Hinsawdd, Cymdeithas Affrica Gogledd Cymru, Prifysgol Bangor

Debra Drake, Cystadleuydd Rownd Terfynol rhaglen "The Great British Sewing Bee" 2022 (BBC)

Mali Parry Jones, gwirfoddolwr hirhoedlog gyda RNLI a chynhyrhydd teledu

## EISTEDDFOD GENEDLAETHOL - AWST 2023

Ffederasiwn Gwynedd Caernarfon oedd yn gyfrifol am stondin Eisteddfod FfCSyM-Cymru dan y thema 'rhyddid', sef pwnc cystadleuaeth Goron yr Eisteddfod. Tynnodd sylw at rai o'r materion mae SyM wedi ymgyrchu drostynt sy'n gysylltiedig â 'rhyddid', o flynyddoedd cynnar SyM hyd heddiw.

Mae FfCSyM yn noddi cystadleuaeth am y stondinau a addurnwyd orau ac ail orau yn y sector gwirfoddol er mwyn gwella safonau arddangosfeydd yn yr Eisteddfod. RNLI oedd yr enillwyr ac aeth yr ail safle i Wasanaeth Cerdd Ysgolion Gwynedd a Môn.

Ymwelodd Jane Hutt AoS, Gweinidog Cyfiawnder Cymdeithasol a Phrif Chwip Llywodraeth Cymru â'r stondin, ynghyd â llawer o'n sefydliadau partner.

## CYNADLEDDAU MATERION CYHOEDDUS 2023

Cynhaliwyd dwy gynhadledd Materion Cyhoeddus ym mis Medi, un wyneb yn wyneb yng Nghaerfyrddin ynghyd â chynhadledd rithiol. Cafodd yr aelodau gyfleoedd i glywed gan siaradwyr arbenigol ar amrywiaeth o bynciau, fel y ganlyn:

Iechyd Menywod: Dee Montague-Coast, Swyddog Ymgysylltu, Triniaeth Deg i Ferched Cymru; Dr Mair Hopkin, Coleg Brenhinol yr Ymarferwyr Cyffredinol Cymru; Dr Heather Payne, Uwch Swyddog Meddygol, Llywodraeth Cymru; Willow Holloway, Cynghorydd Profiad Byw Awtistig ac Ymgynghorydd Anabledd

Y Cynllun Ffermio Cynaliadwy: David Ashford, Uwch Reolwr Ymgysylltu, Uned Diwygio Maes Rheoli Tir, Llywodraeth Cymru

Afonydd Glân ac Iach: Gail Davies-Walsh, Prif Swyddog Gweithredol, Afonydd Cymru a Dr Christian Dunn, Prifysgol Bangor

Rhoi terfyn ar Gaethwasiaeth Fodern: Angelina Rodrigues, Uwch Reolwr Caethwasiaeth Fodern a Hawliau Gweithwyr, Llywodraeth Cymru; Rakhshanda Shahzad, Pennaeth Gwasanaethau Caethwasiaeth Fodern a Masnachu Pobl, BAWSO; a Glory Williams, Rheolwr Cynorthwyol dros dro, BAWSO

## GŴYL EVERYWOMAN 2023

Ar ddydd Sadwrn 24 Mehefin, aeth tîm Swyddfa Cymru i wyl Everywoman yng Nghaerdydd. Nod yr wyl oedd grymuso ac addysgu pobl am bynciau iechyd y mae llawer yn eu hystyried yn anodd siarad amdanynt neu'n dabw. Thema'r diwrnod oedd 'Am Fod Materion Menywod o Bwys' ac roedd yn ddiwrnod arbennig. Siaradodd y tîm â mwy na chant o fenywod yn ystod y dydd gan hybu ymgyrchoedd iechyd SyM, yn benodol Sylwi ar y Symptomau, 5 Munud o Bwys a Meddwl yn Wahanol: Menywod a Merched Awtistig ac ag ADHD. Roeddem wrth ein boddau i groesawu'r Gweinidog Iechyd Eluned Morgan i'r stondin i siarad am iechyd menywod.

## SYLWI AR Y SYMPTOMAU

Lansiwyd deiseb ar-lein gan FfCSyM-Cymru ac elusen Target Ovarian Cancer ym mis Mai yn galw ar Lywodraeth Cymru i weithredu ar frys er mwyn ariannu ymgyrch cenedlaethol i godi ymwybyddiaeth o symptomau canser yr ofariau. Llofnodwyd y ddeiseb gan 755 o bobl.

## BOWLS CYMRU

Sefydlodd FfCSyM bartneriaeth â Bowls Cymru er mwyn annog mwy o fenywod i chwarae bowls. Caiff sesiynau eu cynnig yn y ffederasiynau.



# FINANCES

## YEAR ENDED 30TH SEPTEMBER 2023

INCOME AND EXPENDITURE	2023 (£m)	2022 (£m)
<i>Income</i>		
Donations and legacies	0.01	0.09
Charitable activities	2.33	8.76
Other trading activities	0.98	1.02
Investment income	0.34	0.16
<b>Total income</b>	<b>3.66</b>	<b>10.03</b>
<i>Expenditure</i>		
Trading activities	0.84	0.79
Charitable activities	3.33	3.59
<b>Total expenditure</b>	<b>4.17</b>	<b>4.38</b>
Investment gains (losses)	-0.20	-0.07
<b>Net income / (expenditure)</b>	<b>-0.71</b>	<b>5.58</b>
FUNDS AT 30 SEPTEMBER 2023	2023 (£m)	2022 (£m)
Endowment funds	0.05	0.05
Restricted funds	8.63	8.48
Designated funds	0.35	0.53
Other unrestricted funds	4.26	4.94
<b>Total funds</b>	<b>13.29</b>	<b>14.00</b>

## TRUSTEES' STATEMENT

The annual consolidated accounts for the year ended 30 September 2023 were approved by the trustees on 21 March 2024 and have been submitted to the Charity Commission and Companies House.

The above financial information shows the income and expenditure of the charity for the year together with an analysis of funds at the year end.

The information is not a full extract and therefore may not contain sufficient information to allow for a full understanding of the financial affairs of the Charity. For further information, the full accounts (including the Statement of Financial Activities and the Balance Sheet), which received an unqualified audit opinion, should be consulted. Copies of these can be viewed from the Charity Commission website, obtained from the NFWI or may be downloaded from our website, [thewi.org.uk](http://thewi.org.uk).

Signed on behalf of the trustees

Jeryl Stone, Honorary Treasurer

Date: 21 March 2024

## KEY RESULTS

Total consolidated income for the year decreased by 63.5% to £3.66m. Total consolidated expenditure decreased by 4.9% to £4.17m; the previous year's income included net proceeds from the sale of Denman college. Net expenditure for the year was £709k after investment losses. Total funds at year-end were £13.29m.

## INCOME

Income from donations and legacies was £13k.

Income from charitable activities included membership subscriptions of £2.12m, other educational activities of £0.39m and events at Denman of £134k.

Income from other trading activities was £983k. This came from advertising, commission agreements and other trading activities by the trading subsidiary, WI Enterprises Ltd.

Total investment income was £337k, an increase of 114%.

## EXPENDITURE

Consolidated expenditure decreased by 4.9% to £4.17m. Expenditure on charitable activities was £3.33m. Last year was £3.59m. This decrease related to savings from staff working remotely, meetings held online, a temporary hiring freeze and the NFWI policy of digitisation.

Membership and training expenditure was £2.06m which included £1.11m for production and delivery of the members' magazine, WI Life, and £950k on other services for members.

Education expenditure was £747k which included expenditure at Denman of £201k and other educational activities of £546k.

Public affairs expenditure of £525k supported activities related to research and campaigning.

Expenditure on raising funds was £840k. This mainly related to costs of sales and overheads of WI Enterprises Ltd.

## DENMAN

The final stage in the Charity Commission consultation included a public notice of the intention to use part of the permanent endowment fund. In July 2023, the Charity Commission approved the proposal to release of £2.75m of the proceeds of the sale of Denman College to fund a new educational model, leaving the remaining funds (£4m) in permanent endowment accruing interest and ensuring a sustainable future for the Denman Trust.

## WI ENTERPRISES LTD

The trading subsidiary achieved a surplus of £143k which was donated to the parent charity under gift aid.

## TOTAL FUNDS

Total funds at September 2023 were £13.29m including unrestricted funds of £4.60m, restricted funds of £8.63m other endowment funds of £54k.

## RESERVES

The NFWI holds free reserves to manage peaks and troughs in income and expenditure, taking into account that most subscription income is received once a year in May-July; and to be able to manage the impact of unexpected events.

The total free reserves requirement at 30 September 2023 was estimated to be £2.9m. Total free reserves held at this date were £3.9m. The trustees aim to reduce reserves over future years by offering more member experiences, while maintaining subscription increases to the lowest possible levels. The Board is therefore planning for deficit budgets in the next few years, whilst developing alternative income streams.

## MEMBERSHIP SUBSCRIPTIONS

The Board of Trustees reviews membership subscriptions every year taking into consideration the financial needs of all parts of the organisation. This includes ensuring subscription remains affordable and provides good value for money to members.

The full year's subscription is collected by the local WIs who pass on Federation and NFWI share to the respective Federations who then remits the NFWI its portion. Payment to NFWI to be made within the set deadlines.

Subscriptions are pro-rated for members in their first year. Members joining the WI for the first time or who have not previously been members for the past year will pay a pro-rated subscription depending on the quarter in which they join.

## INVESTMENTS

NFWI investments are managed in accordance with investment principles approved by the trustees. These require investments to be held in a broad range of property, equities, and fixed interest securities so as to achieve a balance between income and capital growth over the long term. Risk should be managed so as to preserve and increase the value of capital and income whilst avoiding unnecessary exposure to risk and volatility.

The investment portfolio has an ethical slant consistent where possible with issues on which the NFWI campaigns. 99% of total fixed asset investments were managed by CCLA with 80% invested in the COIF Charities Ethical Investment Fund and 20% in the COIF Charities Property Fund. 1% of total investments, representing shares donated for the benefit of Denman, were held in other investments.

## KEY FIGURES

Members' subscriptions	<b>£2.12m</b>
WI Enterprises Ltd profit	<b>£0.14m</b>
Total staff costs	<b>£1.87m</b>
Spending on membership and training	<b>£2.06m</b>
Spending on education (including Denman)	<b>£0.75m</b>
Spending on Public Affairs	<b>£0.53m</b>

Denman income	<b>£0.34m</b>
Denman costs	<b>£0.24m</b>
Net cost of <i>WI Life</i>	<b>£0.96m</b>
Total fixed assets	<b>£4.49m</b>
Net current assets	<b>£8.80m</b>
Total funds	<b>£13.29m</b>

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