

annual review

our year at a glance

April 2022 - March 2023



heard | understood | believed

Welcome to our 2022-2023 annual review.

Led by lived experience, we have continued to offer immediate specialist counselling, bespoke products & resources for individuals subjected to sexual violence & abuse this year.



our mission

To step into shared power, in celebration of individuality, compassion & connection to support all subjected to sexual violence & abuse in living hopeful futures; while challenging beliefs, attitudes & systems that facilitate sexual violence & abuse.

a message from GINA HQ.

As a year of **change & growth**, 2022-2023 witnessed GINA HQ welcoming new team members, re-establishing in-person following support, introducing online counselling, expanding our in-person counseling locations across Birmingham & launching new bespoke products/resources including our *To Be A Woman* series. We also continued to raise awareness of sexual violence & abuse, with our exciting feature on BBC 2's *'Emily Attack: Asking For It?'* in Jan 2023.



This year held **enhanced connection** as our work with partner organisations flourished & co-production with the individuals we support remained centered with the commencement of our Theory of Change to capture our impact. Our **exploration** this year has highlighted the continued need for our **warm, compassionate, safe, connected space to offer immediate, specialist support that is tailored to meet individual needs**. At GINA, we will continue meeting this need through our unique offering as a private specialist rape crisis organisation & continued commitment to ensure all individuals subjected to sexual violence & abuse are **heard, understood & believed**.

Lucy Hebberts | Head of GINA

our year in numbers.

83 individuals directly supported through counselling

484 counselling sessions provided

7,248 website views

10 resources co-produced

544 products sold to individuals & orgs

12 editions of the oriGINAl magazine

980 resource views/downloads

2,170 combined social media followers

482 blog views

welcome the gINA blog

4 products co-produced

"I am really pleased and grateful to say that [my counsellor] has been a 'life saver' and I don't mean that metaphorically. The work I have been doing with [my counsellor] has become invaluable to me in aiding my recovery and rebuilding my life."

led by lived experience.

our GINA Theory of Change

Building upon our **GINA strategy**, this year we commenced with co-producing a Theory of Change with our team, the individuals accessing our support, our community, partners & wider stakeholders. With our overarching outcomes being identified as **enhanced wellbeing, enhanced relationships, increased empowerment, enhanced awareness, knowledge & understanding**, we look forward to implimenting this framework to capture our impact & help us better understand the difference we make.

Led by You

As always, all we do at GINA HQ is led by the individuals we support. Ensuring lived experience & the individuals we support remain at the centre of GINA is one of our integral values. As we continue our **commitment to respond to individuals' expressed needs, views & wishes**, this year we have transparently outlined the ways in which we've responded to expressed feedback, needs & views.

meeting the need for immediate specialist support for individuals subjected to sexual violence & abuse.

 we heard your need for...	 we responded with...
an efficient & effective way to book in counselling sessions	our online booking system to offer you full control & flexibility
different modes of counselling	offering in-person, telephone & online counselling
seeing & reading a little bit about your counsellor beforehand	our online counsellor profiles & bios
resources for university students (expressed by students)	bespoke resources for students & our dedicated student hub
advice & insight from individuals who'd already accessed GINA	our 'client journeys' resource to capture client experiences
some support surrounding self-care, which can be difficult	self-care resources & our Rebel & Restore self-care goodies
opportunities to gain experience & skills (from students)	the launch of our range of Volunteer Ambassador roles for all
bespoke resources for individuals on waiting lists (from orgs)	optional customization of our bestselling resources for orgs

Our Stance

supporting women & girls

becoming trauma informed, responsive & insightful
challenging diagnosis & the medical model
being believed | promoting education
challenging the criminal justice system
acknowledging sexual harassment, violence & abuse

opposing safety advice | enhancing inclusivity | exploring language
working within a feminist framework

opposing the porn industry | advocating for pro-choice

leading by lived experience

challenging the objectification & sexualisation of women & girls
acknowledging the impact of the patriarchy on males

challenging victim-blaming

providing a tailored, holistic, strengths-based approach
challenging the need to report | challenging professionals on a pedestal

increasing access to support & reducing barriers



Client Journeys

This year, we also co-produced our 'client journeys' resource with individuals who are accessing/have accessed our counselling support to **offer reassurance, insight & guidance for individuals** who are considering accessing specialist support.

Values, Stances & Use of Language

Following consultation with individuals we support, we also revised our 'values & stances' & 'use of language' to ensure we are continuing to **meet individuals** subjected to sexual violence & abuse **where they are.**

counselling.

In 2022-2023, we have directly supported 83 individuals (from Birmingham, the West Midlands & across the UK) with 484 immediate specialist in-person, online & telephone counselling sessions.

We have supported individuals of **all genders** aged between **18-62** who have been subjected to sexual trauma, including individuals from **marginlized & disadvnataged communities** who often encounter additional barriers to disclosing & accessing support.

Alongside our continuation of telephone support, we also **re-established in-person support** (following Covid) & introduced **online counselling**.

In addition to introducing **block bookings** that allow individuals to book in counselling in advance, we have also introduced a counselling **'welcome' & 'leaving' pack** to offer support outside of the therapuetic space before & following counselling.

our counselling locations:



**"you provide such an
amazing service,
should be proud of
yourselves."**

In 2022-2023, we have been supporting our partner organisations including Birmingham universities & local businesses.

23

University of Birmingham students supported with **30** immediate, specialist student support sessions

10

University of Birmingham students supported through **internships & placements** to support them in gaining experience & developing skills for career opportunities.

25

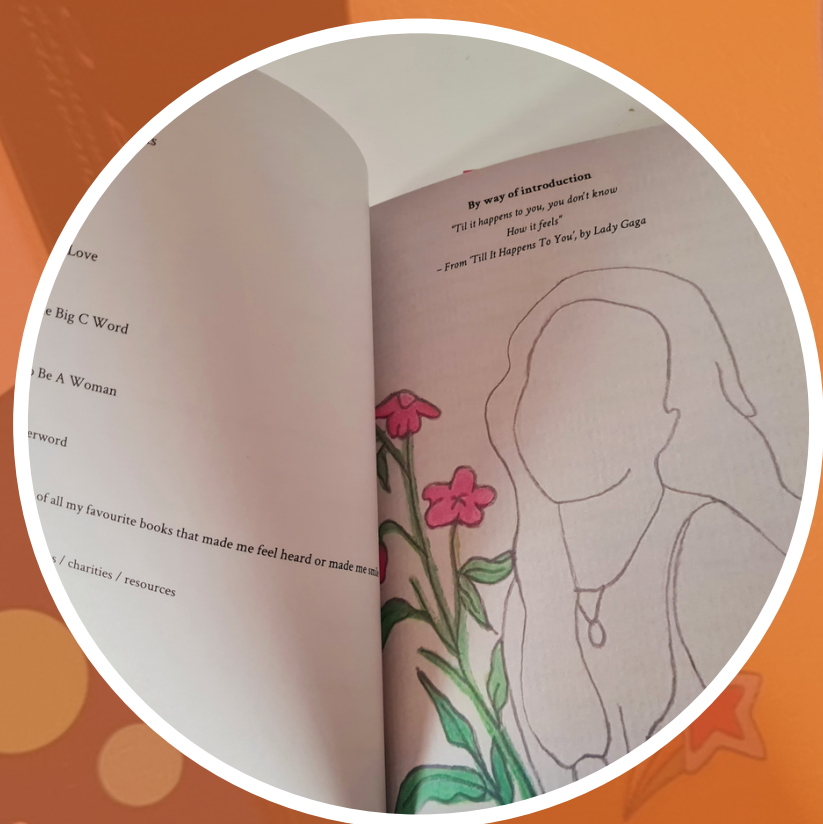
immediate, specialist counselling sessions offered to **employees** of local businesses & organisations who have been subjected to sexual violence & abuse.

supporting partners.

products, resources & other support.

This year, we have co-produced **4 new products** with individuals subjected to sexual violence & abuse (*To Be A Woman* series (workbook & journal), *The Imperfect GINA Workbook* & *The GINA-Inspired Guide to Feminism*).

We have also co-produced **10 free bespoke resources**: green flags in relationships, red flags in relationships, online sexual abuse, understanding violence against women selling sex, book of quotes, check-in after a counselling session, notebook of affirmations, what is victim-blaming, the body keeps the score & the picture based consent in emojis resource.



To Be A Woman

We launched our *To Be A Woman* series, an unapologetically authentic exploration of sexual violence & the issues that are impacting young women today.



The GINA Blog & news

We published 4 blog posts & 6 news articles, with our most popular blog post surrounding Samantha Jones.



yourGINA

We launched yourGINA, a bespoke, comprehensive online support platform for individuals subjected to sexual trauma.



Support hubs

We introduced our support hubs for students & supporters.



Allyship

We introduced an opportunity to become a GINA ally, pledge support, live into our values & advocate for our work.



Rewards Scheme

We implemented our scheme to enable individuals accessing counselling to collect points & earn discounts.

GINA featured in BBC 2 documentary - *'Emily Atack: Asking For It?'*

In this deeply personal documentary, actress & comedian Emily Atack opened up her life & her social media DMs to the public, as she attempted to understand why she - & so many others - are **sexually harassed online** on a daily basis & what can be done to stop this.

One of our fabulous GINA counsellors, Theresa, worked with Emily as she delved deep into her own story & explored what she has been subjected to. This one-off special documentary aired on BBC Two & iPlayer on Tuesday 31st January 2023 at 9pm.

Thank you to Emily for your strength & courage in shining a light on something so important & that will make such a difference for women & girls everywhere.



highlight of the year.

**"thank you for the
work that you do."**



a glance at the year: 22-23 wrapped.

Throughout 2022-2023, there have been headlines & events surrounding sexual violence & abuse; such events & current affairs all have an impact upon demand for our support.



- Greater awareness of institutional mysogym, sexism, homophobia & racism within police forces (spotlight o the MET)
- Cost of Living Crisis
- Depp Vs Heard
- Aftermath of Sarah Everard
- Aftermath of Jimmy Saville
- Greater awareness of violence against women & girls
- Abortion laws in America
- Ukraine: sexual violence as a weapon of war
- Trans debate (transgender prison inmate in Scotland moved to a women's prison)

our team.

We wouldn't be where we are today without our committed, talented & experienced team.

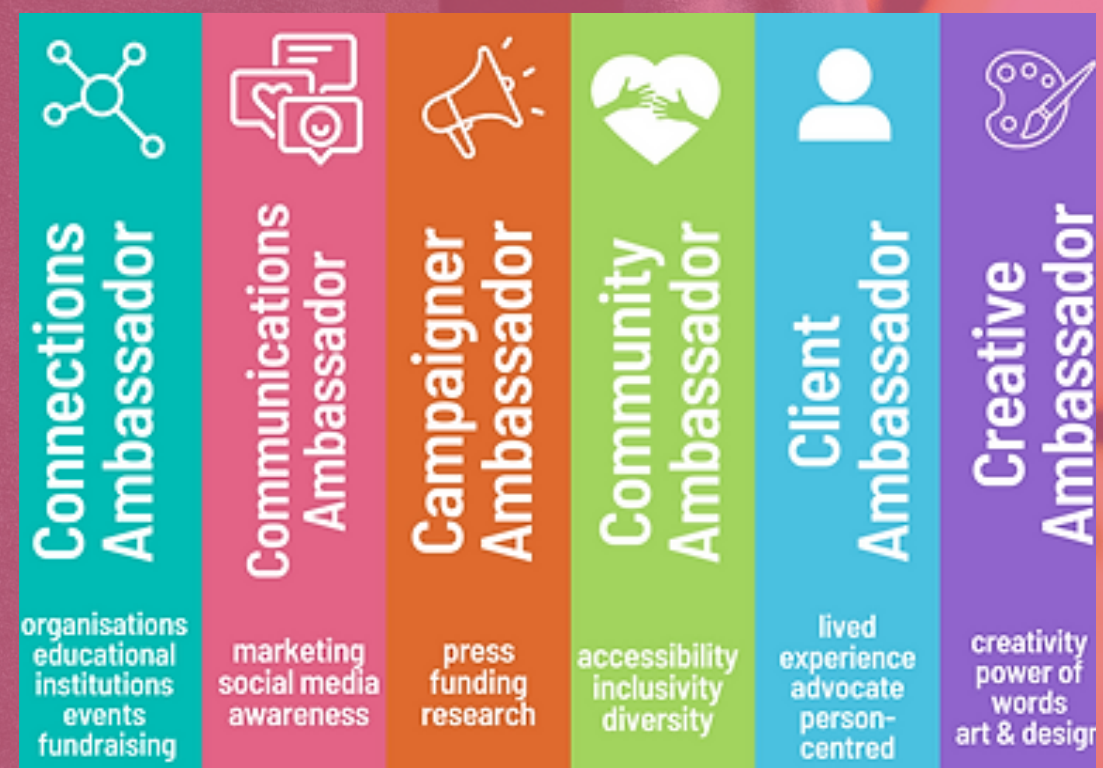
This year, funding also allowed us to recruit into a **Business Assistant** role for a 12-month period - Vicky has been instrumental in supporting our development & has been leading on some exciting projects at GINA HQ. We wish to thank Vicky for her dedication & wish her all the best for the future.

Our counselling team

In accordance with expanding our counselling locations, our **counselling team grew** from 6 to 8 counsellors.

Our volunteering team

In the last year, we **welcomed more volunteers** to our team, with our volunteers growing from 13 to 27. We have also **expanded & diversified our volunteering opportunities** into our connections, communications, campaigner, community, client & creative roles to allow individuals to gain experience, develop skills, collaborate with others & support individuals subjected to sexual violence & abuse.



Equality, diversity & inclusion

Equality, diversity & inclusion are central to GINA's work & **are reflected in our service provision, diverse team & in the way we work.** Our team is reflective of the individuals subjected to sexual violence & abuse we support.

Team highlights:

92% are female

86% are aged 18-30

29% identify as LGBT+

36% are part of ethnically minoritised communities

8% identify as neurodivergent

22% identify as having a disability

2% prefer to self-describe their gender

working in partnership.

Lush

We have an on-going relationship with Lush whose generosity enables us to periodically provide our team & individuals we support with 'small packages of Lush', including bath bombs, shower gels & lotions to support individuals with self-care.

We also take part in Lush's Charity Pot programme where we hold events/stalls in the Lush store to raise awareness of GINA, offer our goodies & opportunities for individuals to get involved with our work.



The Big O Project

The Big O is a two part, female-led project aimed at starting the overdue & essential society-wide conversation about female pleasure, anorgasmia, consent, mental health & the ever changing attitudes towards sex & relationships in 21st Century Britain. GINA & our sister charity, RSVP, is proud to support the project & attended the play in Birmingham during it's tour.



PwC

We attended PwC Birmingham's 'Women in Deals' event that explored supporting the mind, body & soul - a fantastic opportunity to network, raise awareness & connect with other local social enterprises.



Aston University Good Causes Fundraising Challenge

We took part in Aston University's Good Causes Fundraising Challenge in partnership with Make Good Grow.



Media Trust's Women's Voices 2023

In celebration of International Women's Day 2023, we attended Women's Voices (hosted by Media Trust) where we worked with marketing experts to enhance our marketing strategy.



RSVP

We continue working in partnership with RSVP, where we share resources, premises & expertise. We donated £5,000 surplus to RSVP to help reduce waiting lists & provide free specialist support for individuals subjected to sexual violence & abuse in our Birmingham community.



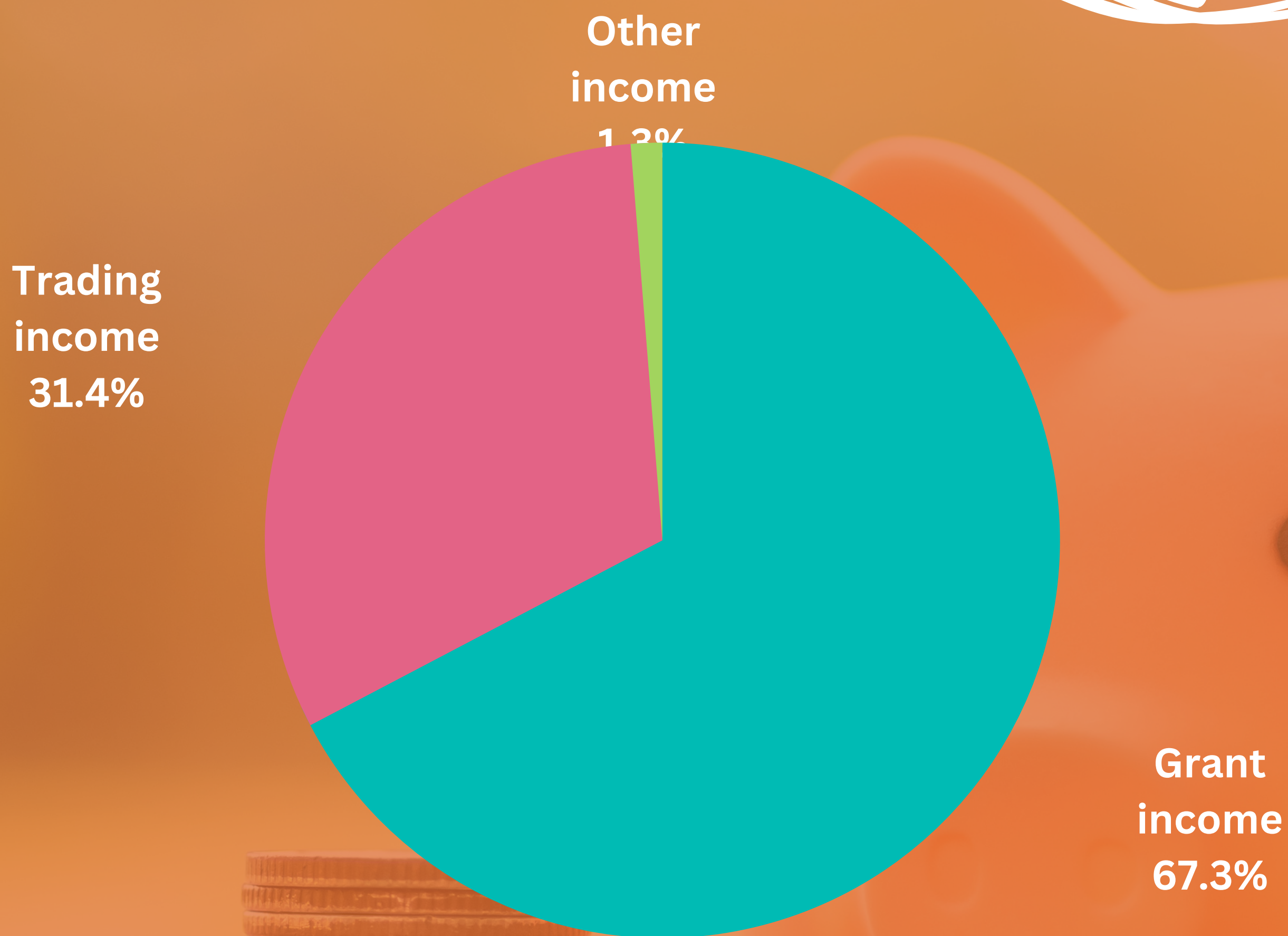
"I would like to take this opportunity to tell you how privileged and honoured it is to be able to access the counselling services offered by GINA."



finances & funding.

**a 46%
increase from
last year's (2021-
2022) income**

Income breakdown for 2022-2023



Thank you to our funders for their support during this year:

SSE
Lush
Volant
Local Giving
Community Matters - Western
Power Distribution
Comic Relief
Magdalen Hospital Trust
Heart of England Community
Foundation
Blakemore Foundation

Action Funder
Postcode Local Trust
Warboutons
KFC
BVSC
Tesco
National Lottery
Love Brum
Talk Talk

Thank
you

Thank you to all involved in GINA HQ during 2022-2023 for your support, dedication & compassion.



www.gina.uk.com | hello@gina.uk.com | [@gina_cic](https://twitter.com/gina_cic)