

NATIONAL FEDERATION  
OF WOMEN'S INSTITUTES

# ANNUAL REVIEW 2023-24



theWI  
INSPIRING WOMEN



## *It's been another terrific year for the Women's Institute, with our movement attracting more members, supporters, and even celebrity champions.*

As you'll read across this 2023/24 report, over 25,500 women have joined us as Members and Supporters in this year. And our virtual WIs – offering flexibility and choice to women - have grown too.

We launched our own podcast to bring the voices of members, campaigners, and supporters alive – and have already covered our campaigns relating to neurodivergence in women, violence against women and girls, and cleaning up our rivers and waterways.

In 2024, we returned to our spiritual home for our Annual Meeting – filling the Royal Albert Hall with a chorus of 5,000 women singing Jerusalem, and meeting friends old and new.

And the big launch of the year was our WI Learning Hub, which has taken off at incredible pace – our huge variety of courses capturing members' imaginations.

We hope you enjoy reading about all we achieved together over the last year. We love inspiring women to live their lives with joy and adventure, get behind campaigns and causes meaningful to them, and share intergenerational wit, wisdom, and skills.

Looking ahead, in 2025 our virtual Annual Meeting and Learning Hub will welcome more brilliant women of business and creativity in the shape of speakers Emma Bridgwater, Angel Strawbridge, and author Holly Smale.

And we'll be leading from the front by launching flagship new policies for Maternity and Menopause for the NFWI staff team. Here's to another brilliant year of the WI.

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# 23/24 IN PHOTOS



Hackney Wicked Women WI. Credit: Izzie Jones



Loom weaving demonstration on the WI stand at the Royal Welsh Show. Photo: Rhian Connick



Members of Usk WI at the Senedd to mark Clean Rivers Week of Action.



WI Wanderers: I-r Alison Peek and Michelle Gordon - Founders



Lynda Probert and Lizzie Stephens receiving the Rose Bowl award from NFWI Chair Ann Jones



Norfolk Federation members event. Photo: Boo Marshall



"Crazy Daisies" WI camping event. Photo: Frank Wood



Hackney Wicked Women WI. Credit: Izzie Jones



The WI Pride



Pia Honey Perry runs No Floor No More, a charity that provides flooring and carpeting to women in need. Photo: Lucy Davenport

# MEMBERSHIP & ENGAGEMENT

**25,400+**

**NEW** members  
and supporters

**60**

**NEW** WIs  
launched

## MEMBERS CONTINUE TO GROW IN 23/24

2023/24 was another fantastic year for the Women's Institute, with over 25,400 women joining us as Members and Supporters. 60 new WIs were launched, bringing our network of in-person WI groups to 5000!

***The WI is nothing without its membership** – women across England, Wales, and the Islands, who prove every day that kindness, a warm welcome, and a helping hand are virtues we still value. These are women who care deeply for their communities and the world around them.*

*Yes, they find fun and friendship in the WI, but they also seek allies to challenge inequality, and find creative ways to champion people, groups and issues that need fighting for.*



## A NEW WAY TO JOIN US

### *Last year, we made it even simpler for women to join our movement with a refreshed Supporter option.*

Becoming a WI Supporter invites women to connect to the WI without becoming a full member. We've also been able to welcome some high-profile women into the WI, as Supporters, because restrictive schedules don't always allow them to enjoy all the benefits of Membership. We are delighted to have Professor Laura McAllister and Doctor and author Lucy Pollock come on board, joining existing high profile supporter Anya Hindmarch.

It's also now easier than ever for anyone to support our work by simply making a donation to the WI. We now offer a simple donation option - supported by a 'donate now' button on the NFWI website - for anyone - including men - who want to support our work financially. And thank you if you do.



Of course, being WI member doesn't always mean meeting in person - and our virtual WIs continue to grow. These groups now total 18 - and they even have their own Virtual WI Summer festival! Members tell us that virtual WIs are a "lifeline", and - even if they've never met in person - they consider their fellow online members firm friends. We love how women are encouraging and supporting each other no matter their physical location, through membership of our organisation.

In fact, thousands of women enjoy connecting to us online every day, across our different channels and networks. The NFWI website enjoyed **over 500,000 unique users** and **over two million page visits** in the last year, and our social platforms - which include Facebook, Instagram and now Bluesky - **total well over 60,000 followers**.



## WI ADVISERS NEW TRAINING & NETWORKING PROGRAMME

### *This year, we focussed on providing our WI Advisers - volunteers that support the setting up and running of local WI groups - with more training and networking opportunities.*

Working together, we created new ways to network, and share ideas and best practice across the regions. The first of these new Adviser Networking sessions was held in late summer 2023 - and we had to add an extra date scheduled for 2024 due to their popularity.

We work best when we listen to the lived experiences of members and those that support our federations and WIs. The WI has always belonged to all women, and they drive and inspire all we do.

## WE'VE TAKEN TO THE AIRWAVES

We also launched our NFWI podcast, and the first episodes are full of the stories and experiences of WI members and supporters – including coverage of our cornerstone Thinking Differently and No More Violence Against Women campaigns. We have been joined by special guests including Spice Girl, Mel B.



### EPISODE 1 THINKING DIFFERENTLY

For this, our very first edition of the Women's Institute official podcast, we are exploring the challenges and opportunities as experienced by neurodivergent women. We hear from Pippa, Angela, and Debra - three neurodivergent women who tell us their personal stories of seeking diagnosis, and finding passion and problem solving in their daily lives. As well as the importance of friendship and understanding. We also speak to then-Chair of the Women and Equalities Committee, Caroline Nokes MP, for her policy making perspective.

The NFWI's 'Thinking Differently' campaign surveyed neurodivergent women, and the new report lays out some clear calls to action to make society more accepting and embracing of women with autism and ADHD.

More details on our interviewees:  
[Angela Kirwin](#), [Debra Presley](#)  
and [Pippa Simou](#)

## NO MORE

violence against women

### EPISODE 2 THE WI ANNUAL MEETING 2024

In this episode, we re-live the very special event that was the NFWI Annual Meeting, 2024, held on 6 June at The Royal Albert Hall. We hear key moments from Nazir Afzal OBE's landmark speech on the "pandemic" of violence against women and girls, and sit down with Spice Girl Mel B MBE before she addressed 5,000 members in the hall - about her lived experience of an abusive 10 year marriage. We also hear from Eddie Crouch, Chair of the British Dental Association – as our new resolution 'Dental Health Matters' gets the green light to be the WI's new campaign. And with members' voices and a huge chorus of WI anthem 'Jerusalem', if you weren't there, it will feel like you were!

To sign Mel B's Family Courts petition to train judges using experts working with abused women and children, visit <https://takeaction.womensaid.org.uk/melaniebrownpetition>

Our podcast is available across all of the main platforms, including Apple Podcasts, Spotify, Amazon Music. We also enjoy a wide listenership – with people downloading episodes in the UK, the US, Canada, and across Europe in particular.

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# PUBLIC AFFAIRS & CAMPAIGNING

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*“It feels as though, at the moment, the system is stacked so that good people are making bad choices... We need big policy changes that support good choices.”*

WI Member ➔

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*The women of the WI are campaigners at our core, we are born of struggle, challenging the social norms, and fighting equal rights of women and others.*

*This year was no exception, with members using their voices together, to agitate and affect change.*

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400

Volunteer  
WI Climate  
Ambassadors

## CLIMATE, AND CLEAN RIVERS

Our **Climate Conference** took place on 17 October 2023. The day-long conference welcomed over 120 members to explore different aspects of climate change, including discussions about the UK's energy system; the disproportionate impact of climate change on women, and improving the UK's biodiversity, agriculture, and global climate.

*Campaigning for solutions to the enduring challenge of climate change remains a key priority, especially for our network of 400 volunteer WI Climate Ambassadors.*

The event featured presentations and panel discussions from over 30 high profile speakers, including former Prime Minister **Lady Theresa May**, former Secretary of State for Business, Energy and Industrial Strategy and president for Cop 26 **Sir Alok Sharma**, and then Shadow Secretary of State for Energy and Climate Change, **Rt Hon Ed Miliband**.

Members gained lots from the conference, recognising that our voices are stronger together when facing these huge global challenges.

- Members of Cardiff Devils Ice Hockey Team signing the Not in my Name pledge board. Photo: Cardiff Devils
- ↓ WI members from Birchgrove WI, Usk WI and Carneige Girls WI with Julie Morgan MS on the steps of the Senedd to mark Clean Rivers Week of Action.



Our **End Plastic Soup** campaign, launched eight years ago, explores the scale of microplastic fibre pollution, and we have called on the government and industry to develop solutions to the problem, including calling on cross-party support for the Microplastic Filters (Washing Machines) Bill.

In November 2023, The NFWI joined the Marine Conservation Society at 10 Downing Street in Westminster to hand in their petition containing over 44,000 signatures – including many WI members. The petition called for the introduction of mandatory microfibre filters for washing machines by 2024.

In February 2024, we held a drop-in for MPs in Parliament, encouraging decision makers to join the All-Party Parliamentary Group (APPG) on Microplastics. Then-Shadow Climate Minister Kerry McCarthy was one of the attending MPs. Formed in 2020, this cross-party group works to raise awareness of the effect microplastics have on the environment and discusses potential solutions to this increasing damaging issue.

In May and June 2024, members joined the **Larger Us 'Climate Conversations'** project. Larger Us believes that if people talk about climate change more, this will help to create a different and broader climate movement. The project included a training session to learn new skills, and a six-week Challenge where groups of WI members supported each other to engage in climate conversations. In total, members reported having had over 250 climate conversations in their communities over the course of the Challenge.

In June, members across the UK and regions got involved in the annual **Great Big Green Week** – coming together in a seven-day celebration of action on climate change and nature. And members co-signed The Climate Coalition's open letter for community groups calling on politicians to commit to conversations with the public on how they will tackle the climate and nature crises.

Meanwhile, WI's across the country got behind the inaugural **WI Week of River Action** (which has gone on to become an annual event). It proved hugely popular as hundreds of WIs undertook local action and citizen science. Our Clean Rivers for People and Wildlife campaign, launched in 2023, encourages members to influence on a local level to get our precious waterways cleared up of pollutants; domestic and industrial.

We also partnered with **Earthwatch** for the first time to promote the citizen science drive to members. Over 80 WIs and even more individual members took part – measuring nutrient pollution in local water bodies (September 2024).

For example, members from Glemsford WI took samples from the River Glem, a tributary of the Stour – the good news at the time of sampling was that pollutant levels showed good ecological status. More positive results showed in the Earlswood Lakes captured by members of Dickens and Forshaw Heath WI. And members of Borden Belles WI crocheted a wonderful Clean Rivers craftivism banner and displayed that on the River Wey. Keep up the great work, everyone!



Download  
our campaign  
action pack

## THINKING DIFFERENTLY WOMEN WITH AUTISM AND ADHD

We marked **ADHD Awareness Month** in October of 2023, and Sandbach Sunflowers WI member, Angie Allen, created a beaded craft project that members used to show their support for the Thinking Differently campaign. Angie's beaded design was made into brooches and keyrings and sent to MPs as part of awareness and lobbying activity.

In the March of 2024, we launched our Thinking Differently report in Parliament – bringing neurodivergent women's voices to the forefront and championing earlier diagnosis for women and girls to get the support they need. The campaign was also the focus of our inaugural podcast.

*“Together we are magnificent”*

← WI Member

## NO MORE VIOLENCE AGAINST WOMEN

Our other annual campaign – vitally important to our membership and beyond – is No More Violence Against Women, which is marked during the global **16 Days of Activism** in November and December. WI members participated by convening meetings, wearing orange (the colour of the 16 days), crafting orange flowers to send to MPs, donating items to their local women's refuges and holding stalls and candlelight vigils.

We also held a campaigning workshop and panel discussion on International Women's Day, 8<sup>th</sup> March – joined by members and survivors of violence from organisations Imkaan, Women's Aid, and Woman's Trust.

We also re-shaped some of our activity in the weeks before the snap General Election in July, as well as the Local Elections, as these represented key moments that our members could directly challenge and engage with their local representatives, including Police and Crime Commissioners, local Mayors, and political candidates – to ask what they are doing to protect women and girls from male violence.

Download  
our campaign  
action pack

**NO MORE**  
violence against women

# OUR ANNUAL MEETINGS & EVENTS

5000

Members at our  
Annual Meeting

*In 2024, we returned to our spiritual home of the Royal Albert Hall for our **Annual Meeting** – with over 5000 members joining us in person and watching our livestream from across the UK and the regions.*

Our theme was our **No More Violence** campaign and we were joined by four excellent speakers who each touched the subject from their own perspective. They were former chief prosecutor Nazir Afzal OBE, abuse survivor Melanie Brown CBE – interviewed on stage by BBC journalist Victoria Derbyshire, and former Archers actor Tim Watson who played an abuser in the UK's longest running radio soap. Tim was joined by Teresa Parker from Women's Aid, the charity who helped inform the storyline and support the cast. Nazir and Mel B, rightly, received standing ovations from members, and we are hugely grateful to all of our speakers for sharing their stories.



Meanwhile, **Dental Health Matters**, passed with a resounding majority vote of 95% at the meeting, making it our lobbying priority for 2025. Our members immediately got stuck in, writing to their MPs and MS representatives, and creating tooth-fairy inspired craftivism to call for better access to NHS dental care for all. Since the official launch, we have also supported a national petition calling for action to end the dentistry crisis, in collaboration with the British Dental Association, 38 Degrees, and The Mirror.

Outside of the Annual Meeting, we attended many events across England, Wales and the regions – hosting stalls and celebrating our movement with hundreds of women. Standout experiences were meeting host Fearné Cotton at her **Happy Place Festivals** in Chiswick and Tatton Park, as well as representing the WI at Stylist Live, Hay festival, and Pride events across England and Wales.

We are committed to being a welcoming and inclusive membership organisation for all women – inviting new and prospective members and supporters to see for themselves the huge benefits of fun, friendship, skills sharing – and campaigning – to be found in the WI.

# LEARNING & DEVELOPMENT AT THE WI

*Perhaps the most exciting launch this year was the **WI Learning Hub**, the online home of learning in the WI.*

On average we're now taking over 6,000 bookings a month across a wider programme of educational and inspiring courses. Our mission is that all women are supported to pursue their passions, their academic goals, and to learn new skills – at all, and any, stage of their lives.

The Learning Hub launch represents phase one of our programme of strategic changes. In 2023, we also committed to expanding our educational network regionally, via the Denman Trust Grant Scheme.

Through this Phase two initiative (which was launched in November 2024). Federations will deliver in-person educational programmes that reflect local interests, encourage more women to join the WI movement, and empower members to expand their skill sets and personal development on a regional level. We're really excited about localising our training and becoming more relevant for women, understanding the importance and unique experiences of location and place.

## ENGLAND RUGBY X THE WI

We continued our dynamic collaboration with England Rugby, through the Women's Rugby World Cup Impact 25 Programme! As we gear up for the Women's Rugby World Cup in 2025, this initiative heralds a chance for the NFWI and England Rugby, to not only promote the brilliance that is women's rugby - but also to highlight the many local rugby clubs as spaces to connect, engage, and empower women all over England.

41 WIs and counting have now partnered with their local rugby clubs, showcasing the resourcefulness of members and the diversity of our activities - after all it's not just about rugby. Together, Members have benefitted their communities by creating spaces that are welcoming newcomers, inviting in refugee women and families, hosting No More Violence and white ribbon events, holding WI meetings and event nights, and lots more!

We're building a strong and vibrant legacy whilst showcasing the power of teamwork—on and off the pitch.

# WI ENTERPRISES

200

Federations  
and WIs  
part of WI  
Lottery



Through our trading company, WI Enterprises Ltd, we continued our partnership with **Hobbycraft** – expanding our product ranges and planning even more activity.

We also teamed up with sustainable products company **Teemill** and developed more clothing designs, including campaign-based t-shirts, sweatshirts and hoodies. Now you can wear your activism, as you change your piece of the world!

In 2023, we partnered with **Gardners** – the UK's largest book wholesalers, and we now offer a wide range of fiction and non-fiction; perfect for presents for friends and family, or for simply spoiling yourself. The WIE Board continues to explore areas for new partnerships and other avenues to diversify and grow income for the WI, as we increase channels for fundraising.

In fact, at the end of the financial year, WIE launched the WI's first ever Lottery, in conjunction with **Gatherwell**. At the time of publication, over 200 Federations and WIs have set up their own lottery under our WI Lottery platform.

# WI LIFE YOUR MAGAZINE

*In 2023/24, our much-loved membership magazine WI Life continued to champion the women of the WI movement, in eight issues of bold content.*

The magazine celebrated members' achievements through stories, pictures, interviews and features; everything from Margate WI's tireless work in tackling litter, and Penllwyn WI's impressive 124% increase in new membership, to Cheshire Federation's community crafts workshops and the global reach of the Virtual WIs such as CyberCats and Surrey Vixens.

Eminent Professor Caitriona Beaumont wrote for WI Life on the power of the WI, and in an exclusive interview, Professor Laura McAllister spoke about what it means to be a feminist in 2024. WI Life visited Pride events all over the UK, met the women of Bronzefield Bees WI inside Surrey's HMP Bronzefield, and reported from the Annual Meeting.

There were striking covers too, including April 2024's Suffragette art - which has since inspired designs for new WI sweatshirts sold in our shop.

The magazine supported the WI's campaigning agenda in every issue, reporting on key developments in Thinking Differently, No More Violence against Women and Girls, and Clean Rivers for People and Wildlife campaigns.

WI Life led the conversation in 2024 and amplified the voices of WI women – including through features on how to stay safe while dating online; banishing imposter syndrome; easing the burden of the sandwich generation; and promoting your WI in the media.



# WALES



*The WI in Wales has particularly excelled in its campaign work in the last year – notably in women's health - and fighting the scourge of male violence against women.*

They held cross party events and hosted an annual **candle-lit vigil** outside of the Senedd to show solidarity with victims and survivors of VAW (violence against women) across the world. Attendees included Joyce Watson MS; Jill Rundle, Chair of NFWI-Wales; Jane Hutt MS, Minister for Social Justice; Derek Walker, Future Generations Commissioner for Wales; Matt Brown, from anti-violence movement She is Not your Rehab based in New Zealand; and a representative from each of the Welsh political parties.

Wales are also engaging male allies – including the Farmer's Union of Wales - to get behind ending male violence against women, such as by supporting the **'Not In My Name' campaign**.

NFWI Wales also kept the pressure up on the **See The Signs campaign**, joining up with Target Ovarian Cancer to call on the Government to fund a national campaign around awareness.

In February 2024, Wales brought together WI Climate Change Ambassadors and Federation Public Affairs Chairs to gather members' thoughts on the Welsh Government's 'Just Transition Framework' consultation on moving to net zero in a fair way. And held another event on the steps of the Senedd in September 2024 to raise awareness of the WI's Clean Rivers campaign and to highlight the need for action to address the poor state of our rivers.

The **NFWI-Wales Annual Conference** took place in April 2024, at Theatr Brycheiniog, Brecon. Speakers included Ffion Fielding, the Project Manager of the Women's Peace Petition Project and Bronwen Lewis, Singer/Songwriter and Radio Presenter.

Visit  
**See The Signs**  
online  
exhibition



# CYMRU

*Rhagorodd SyM yng Nghymru  
ar ei waith ymgyrchu yn ystod  
y flwyddyn ddiwethaf – yn  
arbennig ym maes iechyd  
merched – ac ar ymladd  
y pla o drais gan ddynion  
yn erbyn merched.*

Buont yn cynnal digwyddiadau trawsbleidiol, a gwylnos flynyddol yng ngolau canhwyllau y tu allan i'r Senedd er mwyn dangos undod â dioddefwyr a goroeswyr Trais yn erbyn Menywod ar draws y byd. Yn bresennol oedd Joyce Watson AoS; Jill Rundle, Cadeirydd FfCSyM-Cymru; Jane Hutt AoS, Y Gweinidog Cyfiawnder Cymdeithasol; Derek Walker, Comisiynydd Cenedlaethau'r Dyfodol; Matt Brown, o fudiad gwrth-drais She is Not your Rehab a leolir yn Seland Newydd, a chynrychiolwyr o holl bleidiau gwleidyddol Cymru.

Mae Cymru hefyd yn gofyn i'w chynghreiriaid gwrywaidd – gan gynnwys Undeb Amaethwyr Cymru – i gefnogi'r ymgyrch i roi terfyn ar drais yn erbyn menywod. Mae hyn yn cynnwys yr ymgyrch 'Nid yn Fy Enw I'.

Buodd FfCSyM Cymru hefyd yn dal i bwyso fel rhan o'r ymgyrch Sylwi ar y Symptomau, gan ymuno ag elusen Target Ovarian Cancer yn galw ar y Llywodraeth i ariannu ymgyrch ymwybyddiaeth cenedlaethol.

Ym mis Chwefror 2024, daeth Cymru â Llysgenhadon Newid Hinsawdd SyM a Chadeiryddion Materion Cyhoeddus y Ffederasiwn ynghyd i gasglu meddyliau aelodau ar ymgyngoriad 'Fframwaith Pontio Teg' Llywodraeth Cymru ar gyfer symud at sero net mewn ffordd deg. Hefyd, buont yn cynnal digwyddiad arall ar risiau'r Senedd ym mis Medi 2024 i godi ymwybyddiaeth am ymgyrch Afonydd Glân SyM ac i dynnu sylw at yr angen i fynd i'r afael â chyflwr gwael ein hafonydd.

Cynhaliwyd Cynhadledd Flynyddol FfCSyM Cymru ym mis Ebrill 2024, yn Theatr Brycheiniog, Aberhonddu. Roedd y siaradwyr yn cynnwys Ffion Fielding, Rheolwr Prosiect Deiseb Heddwch Merched Cymru, a Bronwen Lewis, cantores/cyfansoddwr caneuon a chyflwynydd sioe radio.

# FINANCES

YEAR ENDED  
30<sup>TH</sup> SEPTEMBER 2024

INCOME (£M)	2024	2023
Donations and legacies	0.05	0.01
Charitable activities	2.41	2.33
Other trading activities	1.05	0.98
Investment income	0.54	0.34
<b>Total income</b>	<b>4.05</b>	<b>3.66</b>

EXPENDITURE (£M)	2024	2023
Trading activities	0.85	0.84
Charitable activities	3.67	3.33
<b>Total expenditure</b>	<b>4.52</b>	<b>4.17</b>

Investment gains (losses)	0.30	-0.20
<b>Total expenditure</b>	<b>-0.17</b>	<b>-0.71</b>

FUNDS AT 30 SEPTEMBER 2024 (£M)	2024	2023
Endowment funds	0.05	0.05
Restricted funds	8.89	8.63
Designated funds	-	0.35
Other restricted funds	4.18	4.26
<b>Total income</b>	<b>13.12</b>	<b>13.29</b>

TRUSTEES’ STATEMENT

The annual consolidated accounts for the year ended 30 September 2024 were approved by the trustees on 20 March 2025 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.

Signed on behalf of the trustees  
**Hilary Haworth, Honorary Treasurer**

Date: 20 March 2025

KEY RESULTS

Consolidated income for the year increased by 10.82% to £4.057m. Consolidated expenditure increased by 8.6% to £4.528m. Net expenditure for the year was £169k after investment losses. Total funds at year-end were £13.120m.

INCOME

Income from donations and legacies was £45.8k.

Income from charitable activities included membership subscriptions of £2.30m, Educational activities £109k. Income from other trading activities was £1.057m. This came from advertising, commission agreements and other trading activities by the trading subsidiary, WI Enterprises Ltd

Investment income registered an increase of 61.3% to £544k

EXPENDITURE

Expenditure on charitable activities was £3.67m. Last year was £3.33m.

Membership and training expenditure was £2.28m (2023: £2.06m) which included £1.168m for production and delivery of the members’ magazine, WI Life, and other services for members.

Education expenditure was £807k (2023: £747k) which included expenditure at Denman of £307k and other educational activities of £500k.

Public affairs expenditure of £587k (2023: £525k) supported activities related to research and campaigning.

Expenditure on raising funds was £855k (2023: £840k). This mainly related to costs of sales and overheads of WI Enterprises Ltd.

Members' subscriptions	£2.30m
WI Enterprises Ltd profit	£0.2m
Total staff costs	£2.00m
Spending on membership and training	£2.27m
Spending on education (including Denman)	£0.80m
Spending on Public Affairs	£0.59m

Denman income	£0.51m
Denman costs	£0.32m
Net cost of WI Life	£0.91m
Total fixed assets	£4.30m
Net current assets	£8.82m
<b>Total funds</b>	<b>£13.12m</b>

## DENMAN

We proudly launched The WI Learning Hub on January 24, 2024, complete with a platform update to make navigation easier, and exciting changes to our educational and course offerings and accessibility. The response has been phenomenal. We have averaged 6,000 bookings per month, showcasing the incredible enthusiasm of our members to engage with our educational initiatives.

Our partnerships and collaborations surged by 40% compared to last year, enhancing our capacity to support members especially those in key roles. Working alongside external organisations has significantly enriched our educational offerings, enabling us to access additional expertise and resources. This allowed us to provide diverse and dynamic learning opportunities for our members.

In 2023, we communicated our commitment to expanding the educational network regionally to address gaps in the educational market, via the Denman Trust Grant Scheme. Through this scheme, federations can implement in-person educational programmes that reflect locally identified interests, promote membership growth, and encourage members to expand their skill sets and personal development.

## WI ENTERPRISES LTD

The trading company, WI Enterprises Ltd achieved a total profit of £204k as of September 2024 (2023: £143k). The WI Enterprises Ltd partnership with Hobbycraft continues to grow with new product ranges introduced and others in the pipeline. WIE also launched a shop with sustainable products in partnership with Teemill and started working with Gardners – the UK largest book wholesalers within the year. The WIE Board continues to explore areas of new partnerships and other avenues to diversify income.

## TOTAL FUNDS

Total funds at September 2024 were £13.12m including unrestricted funds of £4.18m, restricted funds of £8.84m 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 2024 was estimated to be £2.5m. Total free reserves held at this date were £3.5m. 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, such as the WI lottery.

## 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.

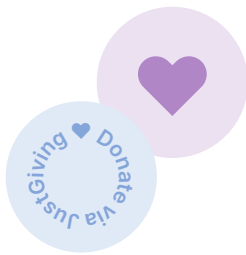
Subscriptions are pro-rated for members in their first year. Members joining the WI for the first time or who have not previously been members for the past year will pay a pro-rated subscription depending on the quarter in which they join.

## 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.

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