



THE
CARING
FAMILY
FOUNDATION



IMPACT REPORT
2023



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WELCOME

FROM RICHARD AND PATRICIA CARING, FOUNDERS

"I have supported children's causes for as long as I can remember - the innocence of a child is something we must protect and cherish... Our foundation seeks to support families and communities in crisis and provide opportunities for a brighter and more stable future".

Richard Caring

"When people ask why the foundation works in the UK and Brazil, I reply that they are my two homes. I am proud of my identity; Brazil runs through my veins. The UK and Brazil sadly share unprecedented levels of violence, poverty and solely in Brazil, deforestation. We are committed to creating change. Our frontline initiatives address these issues to have a tangible impact on affected communities."

Patricia Caring

We established The Caring Family Foundation in 2019 to connect more deeply with the impact of our philanthropy, focusing on causes close to our hearts. This report shares our challenges, accomplishments, gratitude, and commitment to supporting women, families and children in the UK and Brazil.

We have treasured the time spent with communities this year in the UK and Brazil, listening and learning about the realities and working together to co-produce opportunities and solutions. As we reflect on the year we are immensely proud of everything our family Foundation has accomplished. Our 'Food from the Heart' initiative in the UK and Brazil delivered upwards of 2 million meals to children and families in the past year. We have now provided 23,279 services to women and children fleeing domestic abuse, with each individual's bravery being an inspiration to us every day. Our work in the Amazon continues to amaze us as we open our eyes, minds, and hearts to the struggles of indigenous communities. We have planted 2 million trees while working alongside the guardians of the rainforest to protect this vital resource. Looking ahead we are focused on community-based sustainable change, expanding educational initiatives and furthering our support for female empowerment.

Our many fundraising initiatives including George x Christie's fundraising auction and annual 'Annabel's for the Amazon' campaign have raised vital funds and been invaluable in raising awareness for the causes we support. Partnerships are extremely important to us and we would like to thank Malala Yousafsai and The Malala Fund for their work and our partnership for International Day of the Girl. We would like to thank all of those who have supported the Foundation and have been on this philanthropic journey with us, we share this success and impact with you all. Thank you to our hospitality group, The Birley Clubs, The Ivy Collection, Bill's Restaurants, Caprice Holdings, our members, our employees, our partners and our Foundation team who all work tirelessly for the advancement of others.

Our family reaffirms its heartfelt commitment to tackling child poverty, domestic abuse, and deforestation, and we look forward to sharing our progress and new initiatives for the Foundation - together we can sow seeds of hope and transformation for generations to come.

Richard and Patricia Caring

A MESSAGE FROM OUR DIRECTOR

30% of children in the UK are growing up living in poverty – 900,000 of which are missing out on free school meals. Whilst in Brazil the rate of domestic abuse and sexual violence rose by 15%, with 1 in 3 women experiencing violence against women and girls. In Brazil whilst deforestation rates declined, there was a marked increase in murders of the guardians of the forest over indigenous land and July was the hottest recorded month for global average surface temperature.

I am delighted to share this report to present our impact for 2023 and the milestones we have accomplished. As we approach our fifth anniversary next year, we have reflected on the past four years and look forward to the lasting impact we wish to facilitate, as we uplift our strategy away from crisis intervention towards sustainable and transformation change in the lives of women, children and communities we work alongside. Whilst we continued to deliver impact across our three pillars, 2023 was also a year of introspection, new partnerships and a series of memorable awareness and fundraising events.

There have been so many moments from 2023, I wish to share a few which will stay with me and I hope they touch your heart, as they have mine. In the UK alongside our 'Caring at Christmas' grant we hosted a Winter Wonderland event at Surrey Square primary school to share a moment of hope and magic together, alongside a hearty meal prepared and served by our founders, their hospitality staff as volunteers, seeing the look of awe in the children's faces and hearing one say that it had been the best day of his life was certainly a moment to treasure. In Brazil building the trust of women and children fleeing abuse and after a warm embrace with a survivor, she rolled her sleeve up to show a permanent tattoo of the foundation's logo on her, as a sign of her gratitude and a longing to stay close for life, this permanent symbol completely overwhelmed me. Having the honour and privilege of learning from and working

so closely with indigenous communities in the Amazon, pinching myself that the foundation has earned the trust of those who have been persecuted, abandoned and neglected and knowing that the foundation is often the first and only opportunity and in some cases lifeline they have been offered.

This year was a milestone year for our fundraising efforts through our George x Christies auction and our annual 'Annabel's for the Amazon' campaign.

I am immensely proud of my team, all our volunteers from across Bills, The Ivy Collection, Caprice and The Birley Clubs. I am hugely grateful for those who have trusted us and share our values and beliefs in the causes we support. I extend my special thanks to our partners new and old, especially Malala Yousafzai and The Malala Fund who we shared a powerful International Day of The Girl Event at Annabel's and we continue to strengthen this partnership. And of course, none of this would have been possible without the vision and commitment of our two founders, Richard and Patricia Caring, you have all of our heartfelt thanks.

I am eager for 2024 and our new transformational strategy as we invest in community leaders for community change, explore barriers and design innovative domestic abuse service provision and expand our environmental work to include health and sanitation provision.

Thank you once again for everyone who has been with us this year, we will continue to strive for the best possible opportunities and outcomes for those we work alongside.

With warmest regards,

Katie Beeching



THE
CARING
FAMILY
FOUNDATION

*Our vision is a world free
from hunger, harm and
hurt, where women and
children can thrive.*

FROM THE START OF OUR
ACTIVITIES UNTIL THE END OF 2023
WE HAVE ACHIEVED



2,006,180

TREES AND SEEDLINGS PLANTED
IN THE BRAZILIAN RAINFORESTS



2,453,158

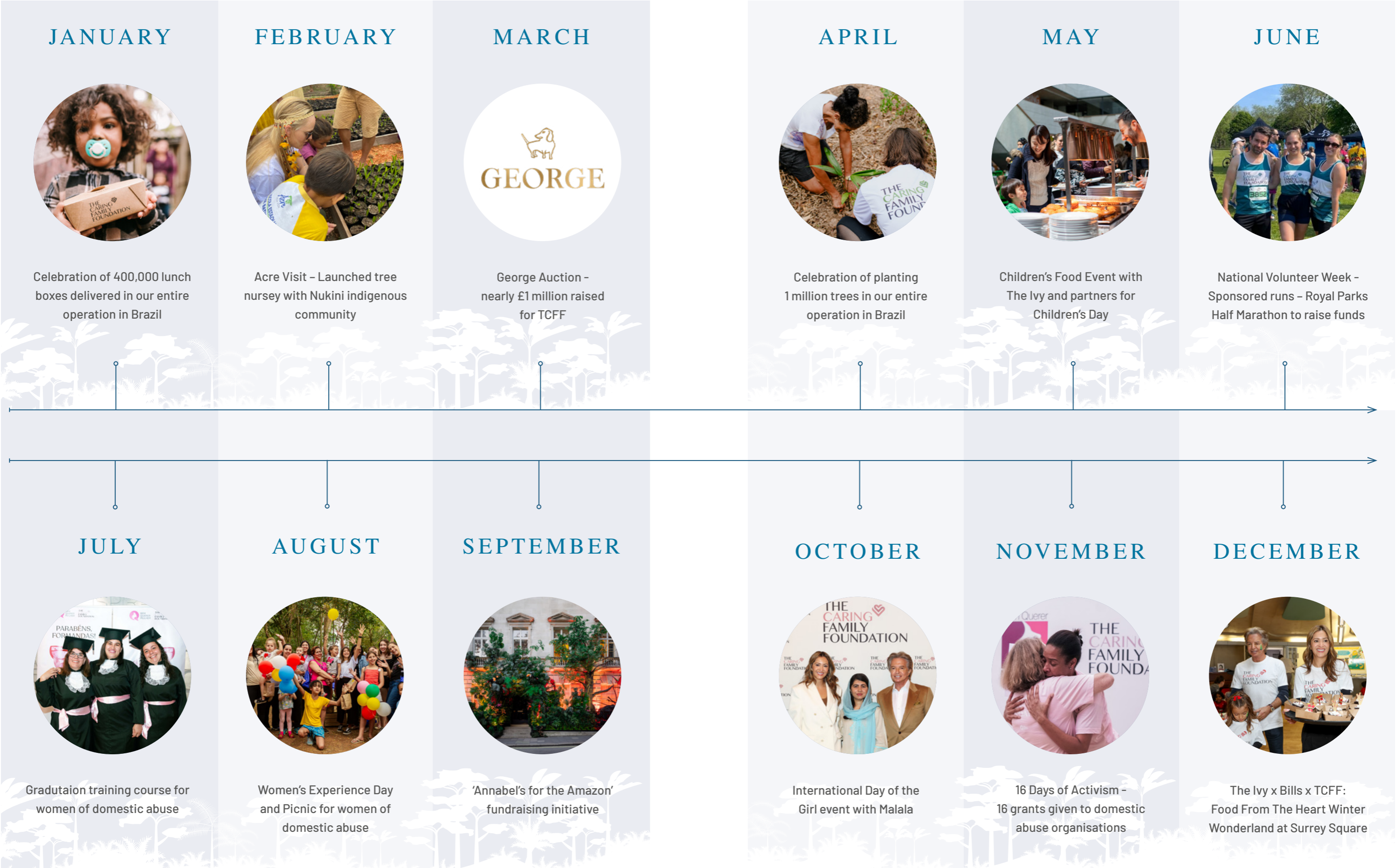
MEALS PRODUCED & DELIVERED
TO VULNERABLE COMMUNITIES



23,279

DOMESTIC ABUSE SERVICES
PROVIDED TO WOMEN AND CHILDREN

2023 TIMELINE





CHILD POVERTY

In Brazil, 8.8 million children under 10 are struggling with hunger, a 93% increase between 2020 and 2022, whilst in the UK the number of children in food poverty has nearly doubled in 2022 to almost 4 million.

This year the foundation continued to produce nutritious meals in the UK and Brazil, continuing its provision in Brazil and expanding to launch a community transformation programme, whilst in the UK the

ACHIEVED GOALS



435,156 meals delivered

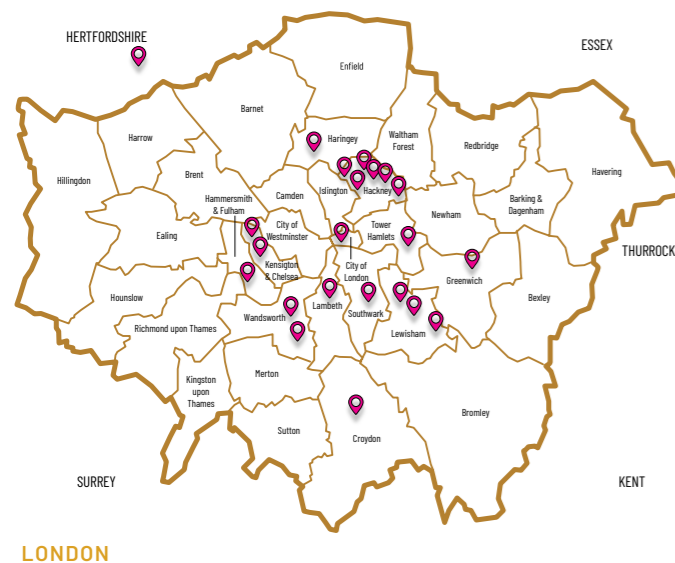


1,253 children supported



1,022 families served

MEAL DISTRIBUTION IN THE UK



foundation launched its 'Caring at Christmas Grant' to support children in need across London and focussed on key activations for Children's Day and a magical Winter Wonderland to capture the essence of childhood.

Almost 2.5 million meals have been provided to children and families facing food insecurity across the UK and Brazil.

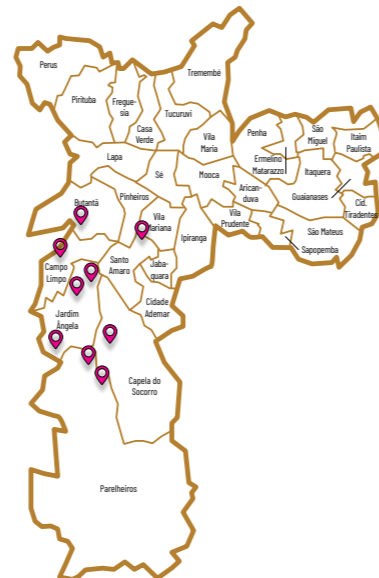


Construction of community space and kitchen at Instituto Cuca

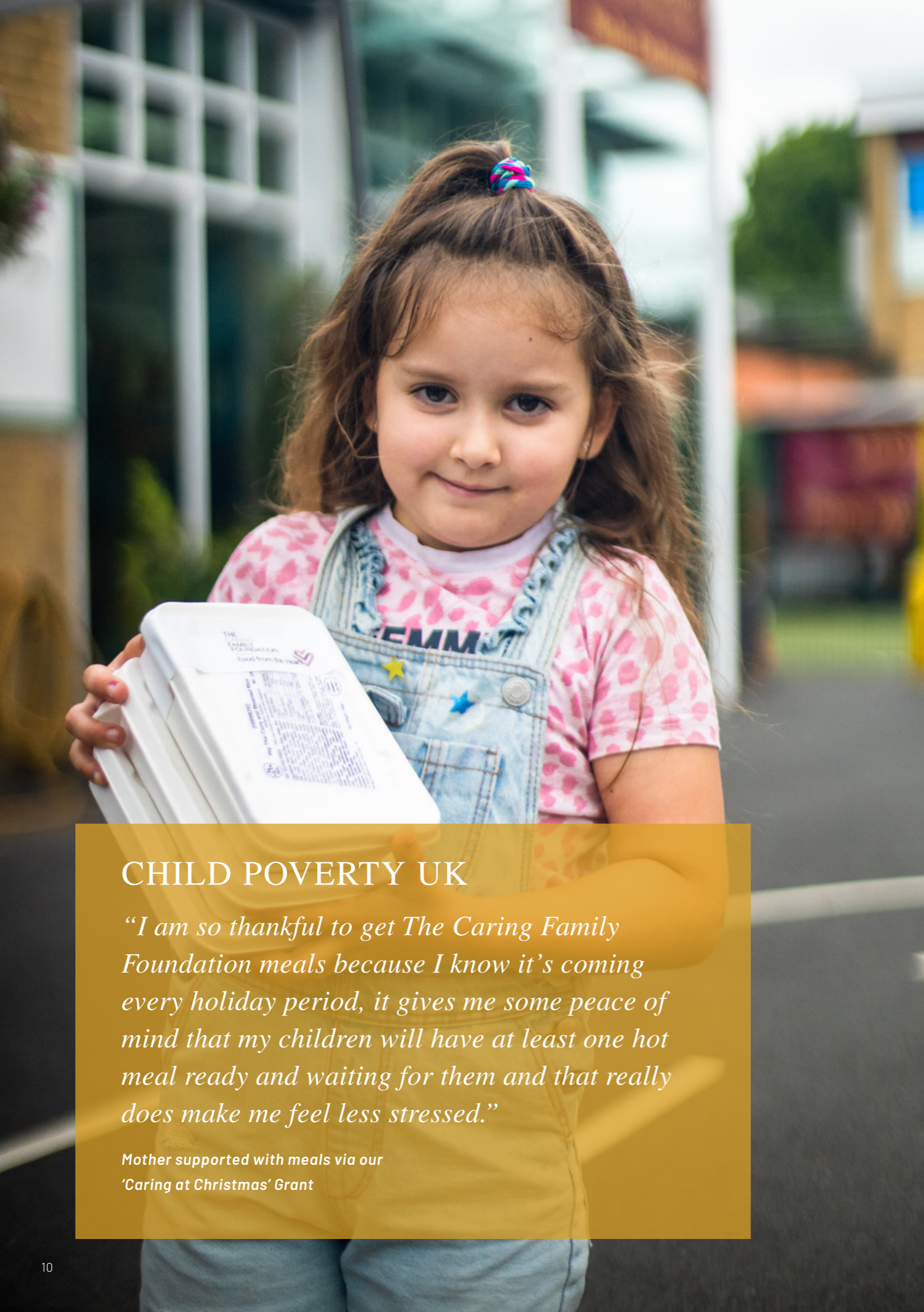


**07 Events for 20 women
and 700 children**

MEAL DISTRIBUTION IN BRAZIL



THE
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CHILD POVERTY UK

“I am so thankful to get The Caring Family Foundation meals because I know it’s coming every holiday period, it gives me some peace of mind that my children will have at least one hot meal ready and waiting for them and that really does make me feel less stressed.”

Mother supported with meals via our
‘Caring at Christmas’ Grant

UK HIGHLIGHTS

THE CARING FAMILY FOUNDATION’S ‘CARING AT CHRISTMAS’ GRANT

As children and young people in low-income households continue to face challenges in affording essential items such as food, clothing, and shelter, The Caring Family Foundation has taken a proactive approach to assist those in need. By launching the ‘Caring at Christmas’ grant, the foundation successfully partnered with over 20 charities across more than 10 boroughs in London.

The grant covered the cost of food provision for service users, delivering 150,000 meals throughout November and December. The selected charities cater to a diverse range of backgrounds, including refugees, asylum seekers, unaccompanied minors, Black, Asian and Minority Ethnic (BAME) children, young carers, looked-after children, and those living with serious illnesses such as Cancer, Crohn’s and Colitis.

Through our ‘Caring at Christmas Grant’, at the end of 2023, we delivered 150,000 meals to children and families facing food insecurity.



SURREY SQUARE CHRISTMAS EVENT

At Surrey Square Primary School, 25% of the children are living in Temporary Accommodation, and 85% belong to families facing significant economic challenges. On Friday 8th December, TCFF hosted a Winter Wonderland Experience, a compassionate initiative designed to provide the children at Surrey Square Primary with an opportunity to create a magical end to the year despite the challenges they may face at home. As well as TCFF, volunteers across The Ivy, Bills, Caprice and The Birley Clubs came together to support the children at the school by providing delicious hot dinners and entertainment, including balloon making, face painting, performers, and a special book reading alongside support from celebrity volunteers.



CHILD POVERTY BRAZIL

“The children have become less sick lately. Now we eat 2 or 3 times a day. There is more abundance. I see them happier and more satisfied”

Mother supported with meals via our Food From The Heart Campaign

BRAZIL HIGHLIGHTS

COMMUNITY TRANSFORMATION

In Brazil, we have strengthened our operations with 3 community kitchens producing 285,156 meals in the year. We have also started our new pillar of community transformation with the construction of a new community centre with a kitchen, a square and an area for tutoring and extracurricular activities.



“How important it is to support food aid, at a time when the hunger rate is extremely high.

Perhaps it is not publicly visible, but in the Nova Esperança community (São Paulo, Brazil) in every house the theme of hunger is wide open and haunts more than 300 families. The day the lunch box arrives, hot, delicious, nutritious, is the joy of the community, the day the lunch box doesn't arrive, people get desperate, anyone who has ever gone hungry knows how important it is to remember that you, a human being, exist.”

Cuca, Founder Instituto Cuca





DOMESTIC ABUSE

Domestic abuse against women and girls in the UK and Brazil is widespread and growing. In Brazil, 8 women experience domestic violence every single minute, while in the UK 1 in 4 women will experience domestic violence in their lifetime.

This year the foundation finalised its inaugural Domestic Abuse grant with Women's Aid to support 16 'By and For' specialist black and minoritised domestic abuse organisations across the country, which provided a lifeline to many women across the country and identified key gaps in provisions. Brazil continued its partnership

with BQM to deliver life-saving and life-changing support to women and children fleeing DA with social, legal and psychological support whilst expanding our work to female police stations to support service users' journey and criminal justice outcomes as well as providing wellbeing sessions to holistically support trauma recovery.

TCFF has supported 10,000 women and children fleeing Domestic Abuse in the UK and Brazil.



ACHIEVED GOALS



11,020 services



1,329 children supported



8,711 women served

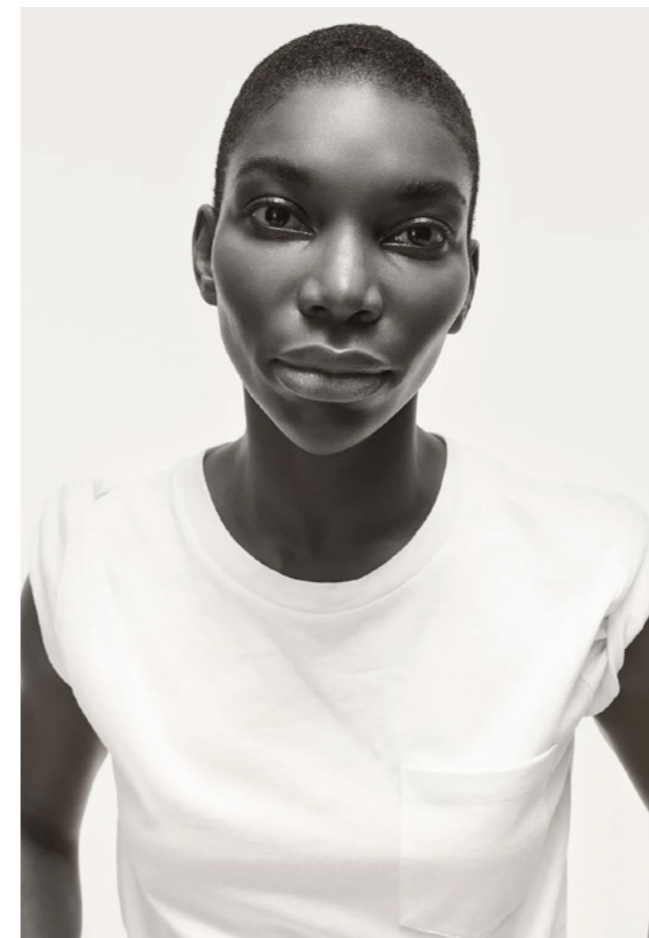


06 Events for 69 women and 70 children

UK HIGHLIGHTS

DOMESTIC ABUSE GRANT

In November 2022, a grant program was introduced through our partnership with Women's Aid, engaging with 16 organisations across the UK. This initiative supported 4,891 women and girls, along with almost 1,000 additional children indirectly affected by domestic abuse. Notably, 85% of those benefiting from TCFF funds were from historically underserved Black, Asian, and Minority Ethnic communities in the UK concerning domestic abuse support. Women and girls of over 30 nationalities were supported by the TCFF grant, including British, Somali, Bangladeshi, Pakistani, Caribbean and Moroccan. Every charity observed consistent improvement in mental wellbeing of service users as a result of the support given with the grant, as well as positive change in social support networks for the survivors.



16 DAYS OF ACTIVISM AGAINST GENDER-BASED VIOLENCE

British Actress Michaela Coel is an advocate for diversity and inclusion in the entertainment industry. With her fearless storytelling and activism, she continues to be an influential figure, reshaping the narrative and inspiring audiences worldwide.

Working with TCFF, Michaela shared her candid story of how she has been personally affected by Domestic Violence for TCFF's 16 Days of Activism Against Gender-Based Violence Campaign.



16 Days of Activism Against Gender-Based Violence - Elle x The Caring Family Foundation Documentary



BRAZIL HIGHLIGHTS

WOMEN'S REPRESENTATIVE'S AT POLICE STATIONS

In Brazil, The Caring Family Foundation actively supports the NGO Bem Querer Mulher, providing support and care to women and children escaping domestic violence. Through our partnership with the BQM we have supported 3,820 women, providing them with 11,020 psychological, social and legal services. We expanded our activities to combat domestic violence by providing social assistance and stationing dedicated Women in Women's Police Stations to offer woman to woman support.



VOCATIONAL TRAINING: ACHIEVING FINANCIAL INDEPENDENCE

With our support, BQM also offers vocational training courses for women who have completed their care at the organisation and need help in achieving financial independence. The conclusion of these courses is celebrated with a comprehensive graduation ceremony, symbolising a significant milestone where these women are honoured for acquiring knowledge and skills to embark on a professional career through their own determination and effort. Two distinctive events were arranged for these women. The initial event featured a Day Care experience at a well-known beauty centre, enabling them to reacquire themselves with their outer beauty—an aspect often overlooked during the confines of a cycle of violence



This process plays a vital role in reshaping their internal self-perception, a crucial element in the psychological work necessary for restoring their self-esteem. The second event comprised a picnic where the women could bring their children. This initiative aimed to provide a serene and secure environment, allowing them to concentrate on quality time with their children. Many of these women, originating from challenging family backgrounds, expressed feeling more capable of caring for their children because of this activity.



CHILD POVERTY BRAZIL

“When I arrived at the women’s police station, I was welcomed by a woman who was and still is part of the Bem Querer Mulher NGO. I was treated with empathy, respect, affection and love. I am very grateful to The Caring Family Foundation for this work and commitment to recovering not only my self-esteem, but above all my will to live.”

Woman supported by BQM



RESTORATION

We work in five states, across three biomes, collaborating with community-based organisations to restore and protect Brazil's rainforests. Working closely with indigenous and traditional community leaders, our programmes encompass agroforestry training and implementation, female leadership, tree planting initiatives, construction of tree nurseries and water wells, and providing medical support to the hardest-to-reach and most in-need communities. The Caring Family Foundation, supported by our annual fundraising initiative 'Annabel's for the Amazon', plants millions of trees across Brazil's rainforests. Our reforestation

efforts extend beyond tree planting; in addition to restoring the rainforest and its biodiversity, we support indigenous communities to enable income generation and sustainable living.

TCFF has planted 2 million trees and seedlings in Brazil and has worked with more than 400 families, 50 of whom are indigenous, to guarantee their permanence in the forests and to increase sustainable income generation from reforestation.

ACHIEVED GOALS



1,129,000 seedlings produced



1,003,680 trees planted



420 families and
23 communities served



23 constructions of community
nurseries for seedling production



3 fundraising and community events



3 team trip and 1 press trip
with Times Magazine UK



"I see that partnerships with people, companies and other sectors help us a lot."

Since all the actions that we seek to preserve the culture, they generate expenses, and most families take their livelihood from hunting, fishing, and agriculture. So there is little left over to invest in buying the materials necessary for our actions. Sometimes we have no support and we need to cancel some activities.

Today I have not given up on preserving the culture in my village because I received from my parents the practical teachings of environmental and cultural preservation. Today many things have changed. I have observed throughout my life that the relationship of teachings from the oldest to the youngest is being forgotten and I want to rescue the culture of my people with these children so that when I am no longer present they can put into practice everything I have taught them over the years."

Valdenice, Nukinis Indigenous Leader of Aldeia Vaka Visu



"This collaboration has already successfully implemented a forest restoration programme, focusing on agro-extractivist lands, farming families, residents of protected areas and beneficiaries of agrarian reform projects."

The programme plays a key role in Acre's environmental conservation, combining the recovery of degraded areas for income generation and food security, along with targeted reforestation efforts to guarantee water supplies for families and contribute to the region's crucial river basins. Joining forces once again with The Caring Family Foundation, we are determined to continue our mission at SOS Amazônia, working towards a socially and environmentally equitable and more secure future. Through these efforts, we seek to provide significant local benefits while demonstrating to the world that humanity can overcome the current crisis we face."

Miguel Scarcello, Co-founder and President of SOS Amazonia



Reforestation project area in the Amazon rainforest



Our forest restoration initiative is being carried out in two regions of the state of Acre, in the Juruá region, in the riverside communities – Tapiri, Carlota, Simpatia, Tatajuba, Vista Alegre, Volta Grande, Prainha I and Prainha II, Cachoeira do Açaí and Besouro; and in three Indigenous communities – Aldeias Vaka Visu and Insa República (Nukini Indigenous Land) and Aldeia Ninho do Beija Flor (Puyanawa Indigenous Land), in the municipalities of Mâncio Lima, Cruzeiro do Sul and Porto Walter. They are indicated by white dots on the satellite images*.

*Google Earth



Area at the start of the recovery process



Area being enriched with new tree species

Engaging local communities

The activities carried out include:

- **Community Meetings:**
Hosting meetings to introduce the reforestation project, encouraging collaboration with residents.
- **Community Nurseries and Planting Days:**
Establishing nurseries together with community members, who participate in hands-on planting events.
- **Educational Workshops and Courses:**
Offering workshops on planting techniques, seedling production, and the creation of agroforestry systems.
- **Socio-Economic and Environmental Assessments:**
Conduct assessments to understand the social, economic, and environmental characteristics of areas suitable for agroforestry.
- **Ongoing Field Monitoring and Technical Support:**
Providing regular technical advisory visits to monitor progress and support the sustainable development of reforested areas.



THANK YOU TO CHARITY PARTNERS & NETWORK



THANK YOU TO OUR DONORS & SUPPORTERS

UK

GEORGE X CHRISTIE'S AUCTION - TUESDAY 21ST MARCH 2023

Guests Tilly Keeper, Amy-Leigh Hickman, Zoe Zimmer, Nina Suess, Elliot Edusah and Zenouska Mowatt attended an exclusive evening at private members Club George in Mayfair which included the George x Christie's fundraising auction.

ANNABEL'S IWD - WEDNESDAY 8TH MARCH 2023

Annabel's welcomed a stellar panel of speakers including Ruth Davison (CEO of Refuge, UK), Kenya Hunt (Editor-in-Chief of ELLE UK and Founder of R.O.O.M Mentoring) and Dr Barbara Sturm (Founder of Dr Barbara Sturm Molecular Cosmetics). Multi-award-winning journalist and columnist, Yomi Adegoke led the discussion, ending the morning with a special performance by the Platinum-selling Singer/Songwriter BIRDY.

AFTA - THURSDAY 21ST SEPTEMBER 2023

Annabel's hosted VIPs including Andrew Garfield, James Corden, Douglas Booth, Wallis Day, Toheeb Jimoh, Harry Lawtey, Paul Forman, Chaneil Kular and Ed McVey at their annual fundraising Annabel's for the Amazon Gala 2023.

IDOTG - WEDNESDAY 11TH OCTOBER 2023

Guests included Malala Yousafzai, Phoebe Dynevor, Ellie Goulding, Rose Williams, Precious Mustapha, Riz Lateef, Jada Sezer and Soma Sara. The talk welcomed a stellar panel of inspiring girls including Nila Varman (Founder and host of The Nila Extract) Dr Ayesha Kareem (Malala Fund Girl Fellow) and Aaliya Malik (Young Women and Girls Volunteer at Apna Haq). Award-winning journalist Nelufar Hedayet led the panel.

SURREY SQUARE WINTER WONDERLAND - FRIDAY 8TH DECEMBER 2023

As well as TCFF, volunteers across The Ivy, Bills, Caprice and The Birley Clubs came together to support the children at the school by providing delicious hot dinners and entertainment. VIPs included Will Poulter, Kwajo Tweneboa, Noella Coursaris and Bluey Robinson.



A WORLD FREE FROM HUNGER, HARM AND HURT.
Be part of our history.

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