

THE
CARING
FAMILY
FOUNDATION



ANNUAL
IMPACT REPORT
2024





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MESSAGE FROM OUR FOUNDERS

As we celebrate our Foundation's fifth year, we are deeply proud of what we've been able to achieve in such a short space of time. In 2024, we continued advocating for our causes, building on the relationships with existing partners and the communities we support as well as engaging with new partnerships to help further our work.

We expanded our environmental work in the Amazon rainforest from reforestation to restoration, alongside our partners at SOS Amazônia and Ecoporé in a bid to contribute to regenerating the land whilst supporting sustainable livelihoods of Indigenous communities. Through a new partnership with Associação Médicos da Floresta 'Doctors of the Forest', we also funded essential medical care to several Indigenous communities. It is our belief that by protecting the guardians of the rainforest, we are not only safeguarding their health, but the health of our planet.

Our commitment to protecting women and girls grew with nine new grants to Domestic Abuse organisations in the UK, aiding services for survivors including 24/7 access to the National Domestic Abuse helpline, prenatal care, counselling and empowerment courses and 1:1 support for FGM survivors and in Brazil our ongoing partnership with Bem Querer Mulher continued. To date, our grants and project funding for domestic abuse has proudly reached £1.5 million, impacting more than 13,000 women.

Our efforts to combat Child Poverty with our 'Food from the Heart' campaign remained a core pillar of our work, which included four grants focusing on community and families. Our ongoing partnership with Surrey Square Primary school entered its fourth year, supporting its pupils with hot meals and take-home parcels. We reignited our relationship with The Felix Project, our first partners during the pandemic, with a commitment to deliver one million meals between 2024 and 2025. Whilst in Brazil, we continued our work with local families, delivering over 50,000 meals alongside our partners Vila Nova Esperança and LAR Girassol. Within our hospitality business, we are acutely aware of rising costs of food and utilities across the world and how much this can affect families, especially those with children. We remain fully committed to do whatever we can to help alleviate this ongoing challenge.

In September, we hosted our first gala for the Annabel's for the Amazon campaign, raising an incredible £2.2 million to fuel our work in the UK and Brazil. With this success, we are determined to reach even more women and children, and to continue pushing for the restoration of our planet.

As we look forward to 2025, we are committed to learn from the communities we support, understanding there is so much to learn from the people and in the areas in which we work to develop long-term and effective solutions.

As we reflect on our work across our three core pillars - child poverty, domestic abuse, reforestation and restoration - we know that it is only possible to achieve our milestones with the friendship and generosity of our donors, partners, supporters and employees. Thank you for being a part of our community and walking with us on our journey towards a world free from hunger, harm and hurt.

Your generosity continues to change lives, and we are excited for what lies ahead.

Richard and Patricia Caring
Co-Founders of the Caring Family Foundation

WHERE WE WORK

"Born in Brazil and having lived in the UK for over ten years, I have forged a strong bond with both countries. A mother of four, I'm acutely aware of the importance of building a better future for the next generation and it's this personal connection that drives and inspires the work we do at The Caring Family Foundation. Our work spans both Brazil and the UK, focusing on three critical issues: child poverty, domestic abuse, and reforestation. I am passionately dedicated to supporting initiatives that empower women, protect children and safeguard the environment"

Patricia Caring

"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. I am fortunate to have children of my own and I feel a sense of duty to support as many children as I can, in whatever capacity they need. Our Foundation seeks to support families and communities in crisis and provide opportunities for a brighter and more stable future."

Richard Caring



2024 IN REVIEW

JANUARY

Patricia Caring visited **Vila Nova Esperança**, a community hub and kitchen in Brazil, to witness the powerful impact of the project's work supporting families facing food insecurity and malnutrition.

With the Foundation's support, a vital programme launched **providing 25,400 lunchboxes** to families who otherwise would go without.

FEBRUARY

We reached the milestone of **two million trees planted** in the Amazon. This vital reforestation initiative will grow each year, as we actively seek new affected areas to amplify our impact.

Crucially, this planting not only serves the Amazon rainforest, but the beautiful Indigenous communities protecting this land.

MARCH

We celebrated **International Women's Day** at Annabel's with a panel of trailblazing women, including **June Sarpong OBE, Jo Ellison, Sultana Tafadar KC** and **Zawe Ashton** around the theme 'Inspire Inclusion' and shining a spotlight on our work supporting domestic abuse survivors in partnership with **Bem Querer Mulher**.

JULY

The graduation takes place of **16 domestic abuse survivors** completing a six-month employability **training programme** with **Bem Querer Mulher** in Brazil.

AUGUST

Emergency food baskets, clean water and other essential supplies were delivered to the Indigenous **Nukini community** in the Amazon, which had been severely impacted by drought.

SEPTEMBER

The **Annabel's for the Amazon Gala** raised **£2.2 million**, raising awareness and vital funds for the three pillars of the Foundation, including combatting deforestation in the Amazon.

2024 IN REVIEW

APRIL

Richard and Patricia Caring were honoured with the prestigious **Variety Club Silver Heart Award** for their outstanding contribution to philanthropy.

Earth day highlights the need to visit the Amazon ourselves, enduring the aftermath of extreme flooding.

MAY

We embark on an expedition to the Amazon, working with the Indigenous **Nukini community** to construct two artesian wells, a water distribution system and solar energy panels in the state of Acre.

In addition, we trained the community on **sustainable agriculture**, empowering the community with skills to secure their futures and creating incomes.

JUNE

Next in the Amazon rainforest, the team visited the isolated Indigenous **Yanomami community** and met with **Davi Kopenawa**, one of the world's most influential Indigenous leaders. Vital needs assessments are taken first hand.

OCTOBER

We marked the **International Day of the Girl**, supporting the first annual **Girls Human Rights Hub Awards** founded by **Sultana Tafadar KC**.

The awards recognised individuals and organisations who have made significant contributions to advancing girls' human rights.

NOVEMBER

We launch the 2024 **'Food from the Heart'** campaign with **The Felix Project** in London, immediately delivering **300,000** hot meals before the end of the year.

We proudly announced **£250,000** in new grants to **nine domestic abuse organisations** in the UK.

DECEMBER

By December, we reached **571,000 meals** delivered to children and families in the UK. We take our **Festive Wonderland** fundraising event at The Dorchester, to the children of **Surrey Square Primary School** alongside Bill's volunteers who provided hot nutritious meals.



OUR IMPACT 2024



OUR IMPACT TO DATE



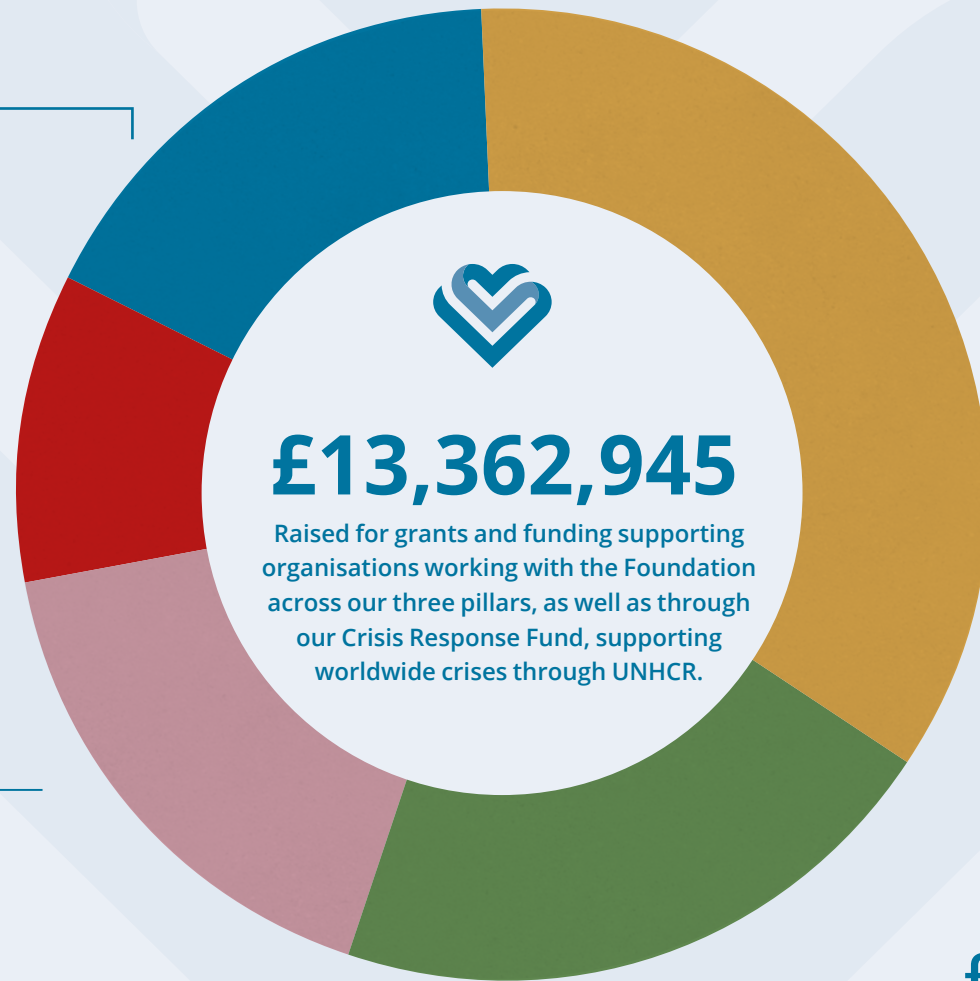
PROJECT FUNDING AND GRANTS

TO DATE

£2,491,798
FUTURE CHARITABLE
INITIATIVES

£1,031,848
CRISIS RESPONSE
AND HUMANITARIAN
EFFORTS

£1,530,968
DOMESTIC ABUSE



ALL OPERATIONAL COSTS
ARE COVERED BY RICHARD &
PATRICIA CARING, ENSURING
100% OF FUNDRAISING AND
DONATIONS GO DIRECTLY
TO CAUSES.

£5,190,365
CHILD POVERTY

£3,117,967
REFORESTATION
& RESTORATION





REFORESTATION & RESTORATION



REFORESTATION & RESTORATION BRAZIL

The ongoing deforestation of the Amazon rainforest, releasing CO2 into Earth's atmosphere and driving global warming, is a challenge that affects us all. Our work in reforestation remains a founding mission of the Foundation, proudly reaching a milestone of over 2.3 million trees and seedlings planted in the Amazon rainforest to date.

In partnership with **SOS Amazônia**, we continued our important work on reforestation in 2024, whilst also funding a new restoration project with **Ecoporé**. This project trains Indigenous communities in agroforestry, female leadership, tree planting and infrastructure for water, promoting both restoration and sustainable livelihoods.

Additionally, we took our first steps into healthcare, responding to urgent needs identified by the Ministry of Health, forming an important partnership with **Associação Médicos da Floresta**, **'Doctors of the Forest'**, inspiring medical volunteers who provide crucial healthcare to isolated Indigenous communities, ensuring their protection and ability to safeguard their land.

OUR IMPACT IN 2024



345,900
trees and seedlings
planted



483
people trained
in seedling
production

OUR IMPACT TO DATE

£3.1 M

in project funds
and grants to
organisations
reforesting and
restoring the
Amazon rainforest



2,352,080
trees and seedlings planted

1,619 HECTARES
of the Amazon rainforest
restored, equivalent to over
2,300 football pitches



178
Indigenous people
supported



REFORESTATION

SOS AMAZÔNIA

Our ongoing partnership with **SOS Amazônia** focuses our attention on reforestation, promoting environmental conservation in the state of Acre.

Together, we support the full scope of reforestation, proudly planting 51,700 trees in 2024 but also seeking further ways to restore the land and secure sustainable futures for Indigenous communities.

Our support for **SOS Amazônia's** 'Make the Forest Bloom' project does just this, not only teaching reforestation and restoration techniques for small properties in the Amazon, but in turn creating livelihoods for Indigenous people.

This year, our funding helped provide training for 400 Indigenous individuals, support the preparation of 255 vegetable growing areas and facilitate 1,509 agroforestry technical assistance visits. Additionally, two springs were restored to improve water quality and 294,200 seedlings were produced for distribution and planting.

By April 2026, our partnership will grow to see 320 hectares of the Brazilian Amazon restored.



51,700
trees planted



64
Indigenous families
supported with
sustainable agriculture
training



255 HECTARES
prepared by families for
seedling planting



178
people trained in seedling
best practice

294,200
seedlings produced for
reforestation

320 HECTARES
of the Amazon rainforest
will be restored by 2026

135
riverside families received
resources and training for
sustainable farming

450
settler families assisted
in adopting sustainable
farming practices



“We are happy to work with partners such as SOS Amazônia and its supporter The Caring Family Foundation because this gives my family greater motivation to live in the forest.

The Make the Forest Bloom project has contributed directly to our diet and improved our income, so we want to continue taking care of what we have already planted and plant more.”

Maria Antônia Souza de Freitas
Extractivist, farmer and fisherwoman at Tapiri Riverside



"For SOS Amazônia, women in the community have a very special role. We are recognised for our skills in caring for the land and the seedlings, and because of this, we are able to be part of the entire reforestation process. We feel important and this influences the way we see ourselves and how we are seen within the community."

Maria
The Puyanawas Indigenous community



CASE STUDY



The Foundation aims to go beyond solving isolated problems, identifying the urgent need for clean water systems within the Indigenous Nukini community in order to sustain their future. A complex operation, the equipment was transported by river before being installed. In addition to two artesian wells, we installed a water distribution system, solar energy panels and trained the community on sustainable agriculture. Our hope is to empower these communities with lasting skills.

"We are an isolated community and we depend heavily on water to survive. Here, in addition to the water being contaminated, we are experiencing a severe drought. At this crucial time, when we had nothing, The Caring Family Foundation built two artesian wells that transformed our lives. Now, we have the security of having clean water close to us."

Valdenice
The Nukini Indigenous community

REFORESTATION & RESTORATION



ECOPORÉ

The Foundation proudly partners with **Ecoporé** an organisation located in **Rondônia**, the state considered to be the most devastated in the Amazon.

Together we support reforestation, restoration, seed collection and practices that guarantee the sustainability of the people living in this region.

Through our partnership, this year we have contributed to the preparation of 240,000 seedlings and the purchase of 2.4 tonnes of seeds for planting.

In the Pacaás Novos Indigenous Land, we made progress in reforestation, preparing and planting 60 hectares of deforested land. An additional 200 hectares was also mapped ready for planting in 2025.

Furthermore, we facilitated the training of 305 seed collectors, enabling incomes to be generated by Indigenous families, and funded 30 Indigenous communicators to help broaden outreach within local territories.

With this work together we transformed the lives of at least 250 families, across five territories, in one of the most severely affected areas of the country.



60 HECTARES
prepared for planting



200 HECTARES
mapped for future restoration



2.4 TONNES
of seeds collected
to support reforestation

240,000
seedlings prepared for planting

305
seed collectors trained to
gather seeds for replanting



“An Indigenous woman who lives in the Sete de Setembro Indigenous Land told us that she was very pleased and grateful for the opportunity to participate in the seed course, which not only allowed her to learn more but also to increase her family’s income. She had suffered an accident that left her with lasting effects, and as a result, she had difficulty working in the fields. Today, by selling seeds, she told us that she has been able to earn extra money and has been buying personal items for her home and food for her family.”

*Ecoporé
Partner, Brazil*

HEALTHCARE

ASSOCIAÇÃO MÉDICOS DA FLORESTA

Associação Médicos Da Floresta 'Doctors of the Forest' (AMDAF) is a group of medical volunteers providing vital healthcare to vulnerable Indigenous communities in the Amazon. We believe that by protecting these communities, we help preserve their role as guardians of their land.

With our support, **AMDAF** offer services ranging from paediatric care to women's health, dental exams, ophthalmology and general healthcare, taking their skills into the heart of the Amazon rainforest.

In 2024, we embraced the 'One Health' concept, alongside **AMDAF**, integrating health and environmental care. Expeditions to the Indigenous Yanomami people of Demini and the **Ecoporé** project resulted in 80 healthcare consultations for children, also sharing of knowledge on traditional medicine.

In 2025, our partnership will expand with the introduction of a state-of-the-art Medical Bus equipped with ECG and dental x-ray machinery, ultrasound, ophthalmology equipment and a fully equipped lab.



CASE STUDY



“AMDAF have been working with isolated people who have never had contact with civilization. And Brazil, incredibly, is a place that has the largest number of isolated people on the planet. We are there, with The Caring Family Foundation, making an amazing difference. If we take care of them, we are taking care of all of us.”

Celso Takashi
Founder, Associação Médicos Da Floresta (AMDAF)





DOMESTIC ABUSE



DOMESTIC ABUSE UNITED KINGDOM

Domestic abuse remains a critical issue, with one in four women in the UK experiencing violence in their lifetime and the police receiving a domestic abuse related call every 30 seconds.

Our grants support organisations in the UK to continue and expand their incredible work. In November 2024, the Foundation announced £250,000 in grants to nine vital domestic abuse organisations in the UK: **Advance**, **Apna Haq**, **Karma Nirvana**, **Latin American Women's Aid (LAWA)**, **Panahghar**, **Refuge's National Domestic Abuse Helpline**, **Solace Women's Aid**, **Women of Grace** and **The Angelou Centre**.

By funding these organisations, particularly the By-and-For organisations, together we are able to provide a wide range of services for women, including refuge, housing, financial support, national helplines, counselling, workshops, specialist staff and support for survivors of honour-based abuse and female genital mutilation (FGM).

OUR IMPACT IN 2024



£250,000

grants announced to
domestic abuse organisations
in the UK

OUR IMPACT TO DATE

£1.5M

in project funds and grants to
domestic abuse organisations
in the UK and Brazil

13,986

women and children
supported in the UK
and Brazil

30,000

domestic abuse services
delivered in the UK
and Brazil



CASE STUDY



The Foundation funded a **Specialist Young Women** and **Girls' Worker** at **Apna Haq**, who will reach up to 90 survivors in various community settings, including schools and universities, throughout 2024 and 2025.

One young woman, now with a young baby, was able to report serious abuse and threats to life as a result of the guidance provided by this dedicated Worker. Thanks to the Worker's expert care, the perpetrator was arrested and the young woman and her baby were provided with immediate protection.

“After speaking with [the Specialist Young Women and Girls' Worker], I realized I needed to put myself and my unborn child first. Knowing I had support, I was able to tell her and go to the police.”

Survivor
Apna Haq



DOMESTIC ABUSE BRAZIL

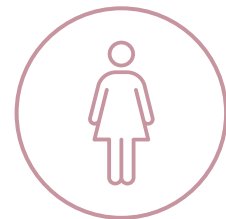
In Brazil, eight women experience domestic abuse every minute, with a significant increase during the COVID-19 pandemic, when the Foundation was formed. Recognising the severity of this issue, the Foundation established a dedicated pillar to address it.

With our support, **Bem Querer Mulher** in Brazil assists women throughout the entire cycle of domestic abuse. Our funding provides services ranging from care centres, psychological support, legal advice, workshops, entrepreneurship and technical qualifications, with 16 domestic abuse survivors proudly celebrating the completion of a six-month employability training programme this year.

Our funding also provides a dedicated domestic abuse worker at **Delegacia da Mulher**, a police station especially for women.

With our collective support, the women supported through the centre reported a 94% significant improvement in their wellbeing, with 81% successfully breaking the cycle of violence.

OUR IMPACT IN 2024



3,864

women supported through
our domestic abuse
initiatives in Brazil



5,754

support sessions provided
to a total of 1,186 women,
at Casa Bem Querer Mulher

306

women participated in
courses focusing on technical
qualifications, workshops,
crafts and entrepreneurship
at Casa Bem Querer Mulher

2,678

women were supported by a
specialist domestic abuse worker
at DDM, a police station especially
for women

OUR IMPACT TO DATE

£1.5M

in project funds and
grants to domestic
abuse organisations
in the UK and Brazil

30,000

domestic abuse
services delivered
in the UK and
Brazil

13,986

women and children
supported in the
UK and Brazil

Bem Querer



“The entrepreneurship course [supported by The Caring Family Foundation] had a significant impact on my life, offering a new perspective on how to start and run a business effectively.

At the end of the course, I felt more prepared and confident to take the first steps in entrepreneurship, knowing that I now have the tools and knowledge to turn ideas into reality.”

Paula
Survivor, Bem Querer Mulher

CASE STUDY



“I arrived at Casa Bem Querer Mulher feeling scared, cornered, and without any prospects for my life.

I was immediately welcomed by someone who took me by the hand and showed me, through the job they offered, that I was not alone, that there were people who could help me.

Today, I am a receptionist at BQM. I have become the person who will do the same for women going through the same situation that I went through. It is a great source of pride to be here, strengthened, making a difference. I got a job and a new life.”

Lívia
Survivor, Bem Querer Mulher



CASE STUDY



Marluce is one of many women who have accessed life-changing employability support through **Casa Bem Querer Mulher**. Through the support at **BQM**, Marluce has been able to rebuild her self-esteem and develop entrepreneurial skills after experiencing years of domestic abuse, allowing her to create a new reality for her and her son.

“I was a victim of domestic violence, with a small child, arriving in a new city without any support. Then, I found Casa Bem Querer Mulher. I was welcomed, I learned a lot and I was able to open my own sewing studio. Who said I wasn’t capable?!”

Marluce
Survivor, Bem Querer Mulher





CASE STUDY



“I sought out Casa Bem Querer Mulher on the recommendation of a friend who had been treated there. I arrived feeling bad, without hope, and I found myself. But life is not easy and I had relapses. Unable to keep myself together, I went back to my abuser and everything started again.

When I thought there was no way to get back on my feet, they came to me and wanted to know more about me. Embarrassed, I told them. I received all the support and today I am here, firm, strong, thanks to the care I received. When we think we can’t do it anymore, work like this saves a life. Like it saved mine.”

Adriana
Survivor, Bem Querer Mulher





CHILD POVERTY



CHILD POVERTY UNITED KINGDOM

In the UK, over four million children live in poverty, with many families struggling to meet basic needs such as food, clothing and adequate housing. We are deeply committed to supporting those most affected through our partnerships with grassroots organisations.

Food insecurity remains a central focus of our work and our **'Food from the Heart'** campaign prioritises sustainable food delivery programmes for children affected by food insecurity. This year, through the programme we delivered an additional 584,381 meals to those in need, reaching over 35,000 families.

In 2024 we further expanded our support, providing over £400,000 in grants to partners including **The Felix Project, Home-Start, Shining Stars, Success Club** and continuing our collaboration with **Surrey Square Primary School**. Through this we are able to deliver hot meals, but also cooking programmes, youth clubs and community markets.

By supporting these vital initiatives, we are not just addressing immediate food insecurity but creating opportunities for families to build confidence, develop skills and ultimately thrive.

OUR IMPACT IN 2024



584,381 MEALS

delivered to children and families at risk of poverty



35,728

children and families supported through our 'Food from the Heart' campaign

OUR IMPACT TO DATE

£5.2 M

in project funds and grants to organisations in the UK and Brazil to not only providing meals, but education, youth clubs, marketplaces, workshops and practical assistance.

3,089,741 MEALS

delivered in the UK and Brazil



“This programme is more than just a meal - it’s a foundation for healthier, happier, and more capable young people who are breaking through barriers and reaching their potential. The grant’s impact is not only visible today but will resonate for years to come, building a thriving, empowered community where children and families can envision and create a brighter future.”

*The Felix Project
Partner, UK*

HIGHLIGHTS



THE FELIX PROJECT

The Felix Project tackles food, waste and hunger in London by rescuing surplus fresh food from supermarkets, farms and restaurants and redistributing it to food banks, charities, schools and community programmes. Through our grant partnership, the Foundation enabled **The Felix Project** to deliver 571,000 nutritious meals in 2024.

SURREY SQUARE PRIMARY SCHOOL

At **Surrey Square Primary School**, 25% of the children are living in temporary accommodation and 85% belong to families facing significant economic challenges. In 2024, the Foundation supported weekly hot meals for the children and the community, plus take-home meals for families.

On Friday 5th December, the Foundation alongside Birley Clubs and Bill's volunteers, hosted a Winter Wonderland event, an initiative providing 470 children at **Surrey Square Primary School** with a magical end to the year.

OTHER GRANTS

Home-Start Camden and Islington received the Foundation's support towards meals, workshops and practical assistance, helping families overcome significant challenges.

Our grants to **Shining Stars** and **Success Club** funded food distribution and cooking programmes, enabling children, young adults and families to develop essential life skills and access nutritious meals.



CASE STUDY



Funding from the Foundation helped **The Felix Project** deliver enough food for 40,000 meals to **Dormer Wells Primary School**, one of many schools supported by the organisation, reaching an estimated 250 individuals in the school community. Market stalls run at the school provide a vital lifeline, offering fresh and nutritious food to families facing the harsh realities of the cost-of-living crisis.

“Many families are struggling to pay energy bills and some have even experienced homelessness this year. Parents rely heavily on the children getting a meal at school, and the market stalls that The Felix Project run [supported by The Caring Family Foundation] are a lifesaver.”

*Teacher
Dormer Wells Primary School*



40,000 MEALS

delivered through the Foundation's funding to Dormer Wells Primary School alone





CHILD POVERTY BRAZIL

As part of our commitment to addressing hunger in Brazil, the Foundation is actively supporting vulnerable communities, focusing on alleviating food insecurity and empowering those in need.

Our fundings to partners **Vila Nova Esperança** and **Lar Girassol** provided over 50,000 nutritious meals to children and families in 2024, supporting 200 children daily.

We are working to create sustainable solutions while also empowering women with valuable skills and training. By continuing to strengthen food security and community development, we aim to inspire lasting change and break the cycle of food insecurity for future generations.

OUR IMPACT IN 2024



52,202 MEALS
served to communities
experiencing food insecurity



92%
of children showed
improved growth
and nutrition



75%
of students
demonstrated better
academic performance





HIGHLIGHTS



VILA NOVA ESPERANÇA

The collaboration between the Foundation and the **Vila Nova Esperança** community has played a key role in both strengthening food security and empowering women. In 2024 the initiative served 120 daily meals, reaching a total of 25,400 lunchboxes and supporting 80 children. 12 women were supported with an empowerment course to support their personal and professional growth, and activities such as maintaining the community garden give women in the community extra support.

LAR GIRASSOL

In 2024, the partnership between the Foundation and **Lar Girassol** enabled 26,802 meals to be served by November, benefitting 80 children each month within the community where food insecurity remains prevalent. Together we're proud to have reduced malnutrition from 8% to 0% within one semester of our partnership.

As well as nutritious meals, our partnership provides education and activities for the children in the community to support their development, with 75% of students showing academic improvement. On Children's Day in October, we were able to host an unforgettable celebration for the children and their families.

CASE STUDY



“I want to express my gratitude for the meal boxes [funded by The Caring Family Foundation]. I’d like to say they have been a great help to me.

I’m currently unemployed, with a young child at home and another 18-year-old child. These meal boxes have been incredibly helpful. I can only say thank you. I’m very happy to have had this opportunity, for me and my children. Thank you so much!”

*Antonia
Lia Esperança*





EVENTS

INTERNATIONAL WOMEN'S DAY

The Foundation hosted its annual International Women's Day breakfast on Friday 8th March at Annabel's, focusing on 2024's theme of 'Inspire Inclusion', aiming to forge a more inclusive world for women.

With inspiring conversations from panellists **June Sarpong**, **Jo Ellison**, **Sultana Tafadar KC** and **Zawe Ashton**, and a performance by singer **Grace Carter**, the day was a reminder of the importance of fostering inclusion, belonging, relevance and empowerment.

As well as our annual event at Annabel's, the Foundation proudly supported the **Harper's Bazaar's International Women's Day** gala in London on Thursday 7th March, celebrating inspiring women who are breaking boundaries in their respective fields through interviews, panel talks and keynote speeches.



ANNABEL'S FOR THE AMAZON

On Thursday 19th September, **Annabel's** hosted its 2024 **Annabel's For The Amazon** gala and live auction, with headline performances including award-winning singer **Gary Barlow** and auctioneer **Simon de Pury** for an evening raising funds and highlighting the work of the Foundation.

An annual initiative, **Annabel's for the Amazon** raises invaluable awareness of the effects of deforestation on climate change and the need to restore the forest by nurturing Indigenous communities who have safeguarded it for generations - the guardians of the rainforest.

Thanks to the immense generosity of the Foundation's supporters, **£2.2 million** was raised, directly aiding the Amazon ecosystem to improve the lives of thousands of Indigenous people, and to continue our work towards combatting domestic abuse and food insecurity.



ANNABEL'S FOR THE AMAZON: A VISUAL CALL TO ACTION

Each year, on World Amazon day, the **Annabel's for the Amazon** campaign transforms Annabel's façade into a striking tribute to the Amazon rainforest.

More than a celebration of the rainforest's extraordinary biodiversity and Indigenous communities, the installation serves as a powerful reminder of the plight facing the world's largest rainforest. With deforestation driving climate change, impacting the entire planet, the façade stands as a compelling call to action for us all.

Guided by this vision, **Tatiana Kharchylava**, Creative Director of Birley Clubs, meticulously designs these monumental installations over months of careful planning. Crafted using recycled materials, each piece reflects our commitment to sustainability and environmental awareness.



INTERNATIONAL DAY OF THE GIRL

On Saturday 12th October, we marked the **International Day of the Girl** by supporting the first **Annual Girls Human Rights Awards** at **The Honourable Society of Inner Temple** in London. The awards recognised individuals and organisations who have made significant contributions to advancing girls' human rights across the world.

Founded by **Sultana Tafadar KC** in 2022, **Girls Human Rights Hub** is designed to empower girls to work on issues affecting them locally, nationally and globally. The hub creates a one-stop information and skills platform for young people interested in advocating for their human rights.

We are proud to partner with organisations like **Girls Human Rights Hub**, who share our commitment to creating lasting solutions, empowering young women through education and driving meaningful change for girls worldwide.



A FESTIVE WONDERLAND AT THE DORCHESTER

On Sunday 24th November, the Foundation in partnership with **The Birley Clubs** hosted a **Festive Wonderland** at **The Dorchester Ballroom**.

Families from the **The Birley Clubs** community were invited to purchase tickets, with 100% of proceeds donated to the **'Food from the Heart'** campaign.

The first event of its kind, the fundraising celebration transformed the ballroom into a mesmerising winter wonderland, complete with a gingerbread village, life- size polar bear, dancing elves, giant snow globe, seasonal crafts, singing performances and festive entertainment for hundreds of children and their families.

In the spirit of giving, guests were encouraged to donate gifts, helping instill in children the value of compassion and supporting those in need. All donated gifts were distributed to the children of **Surrey Square Primary School** in December, doing our bit to ensure every child received a gift for the festive season.



A FESTIVE WONDERLAND AT SURREY SQUARE PRIMARY SCHOOL

On Thursday 5th December, **Surrey Square Primary School** was transformed into a Festive Wonderland as the Foundation hosted a heartwarming event for children, many of whom face food insecurity and economic challenges at home, often amplified further during the festive season.

For the fourth year, volunteers from Richard and Patricia Caring's hospitality businesses, including Bill's and The Birley Clubs, came together to create a memorable day of celebration and nourishment for 470 children.

The children enjoyed a three-course, nutritious lunch served by Bill's volunteers, along with festive entertainment including a life-sized polar bear, dancing elves, a giant snow globe, seasonal crafts and face painting. The day also included a special reading by Sarah Ferguson, Duchess of York, from her children's book 'Flora & Fern: Wonder in the Woods'.

To conclude the day, the children were delighted to receive generously donated gifts and presents, bringing an unforgettable experience to a close and offering a much-needed break from their challenges, whilst positively impacting their mental well-being.

"The children have been eagerly anticipating this magical day, and the joy it brings to them is truly priceless. As staff, we recognise the deep significance of this moment, knowing it's an experience many of these children do not often have. We are grateful to have once again partnered with The Caring Family Foundation to create another unforgettable experience for our students, continuing this special event for another year."

Matt Morden

Co-Head Teacher at **Surrey Square Primary School**



WITH TREMENDOUS GRATITUDE TO OUR
PARTNERS, SUPPORTERS AND DONORS































































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Get in touch via info@thecaringff.org