



THE BODY SHOP FOUNDATION

im·pact *n*

vti

1. to strike something with force
2. to have an immediate and strong effect on something or somebody
3. to press together with great force

re·port

vti

1. to give information about something that has happened
2. to find out facts and tell people about them in print or a broadcast
3. to let somebody know you have arrived



2007/2008

our philosophy

We believe that pioneering groups with enthusiasm, energy, drive and commitment should be encouraged and nurtured.

Small and innovative, grass roots groups can benefit most from the levels of funding we can offer.

It is our responsibility to look for groups who sometimes, because of the unfamiliar nature of their work, can get overlooked or who find conventional funding hard to get.

our people

We believe that it's "people power" that changes the world. That it's because of the support & enthusiasm from our stakeholders - the staff, franchisees, consultants and employees of The Body Shop, to our volunteers, trustees and our own team that we have enjoyed such success as a Foundation.

our passion

We believe that being different and daring deserves to be recognised and that we should be offering these organisations a hand up, rather than a hand out.

Put simply, we believe in the groups we support and our supporters that help us.

**£11 million given away
in 20 year history**

**27 groups funded on
environmental issues =
£290,332.63**

**6 animal welfare
organisations funded =
£90,925.00**

Fundraised £335,973

**77 groups funded on
Human & Civil rights
issues = £560,060.67**

**Over 100 pallets
of end of line
stock avoid
landfill**

**11 groups funded on the
issue of people trafficking**

**Grants totalling £941.318 award-
ed in 2007/2008**

**3,308 volunteering hours
received**

**Funding across hundreds
of communities**

**£660k donated by The Body
Shop International annually**

**24 different issues
supported**

**Funding across
4 global regions**

**110 projects
supported in
2007/2008**

7 people in Foundation

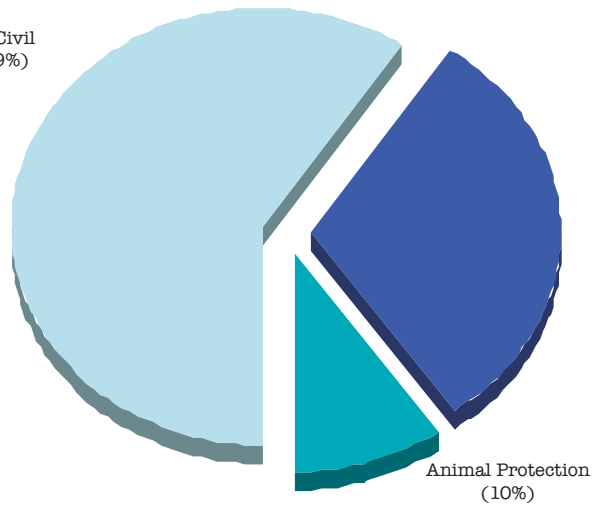
**Emphasis on
women's rights**

9 trustees

**6 funding
programmes**

In 2007/2008, we had one of our finest years, supporting 110 projects across the globe, totalling £941,318.

Human & Civil Rights (59%)



Environmental Groups (31%)

Animal Protection (10%)

Here at The Body Shop Foundation, we believe that it's important to support the innovative and inspirational. Our funding remit is broad enough to allow us to fund many issues, but can be neatly categorised into Human & Civil Rights, Animal Protection and Environmental Protection

Under these categories, we've funded the following issues in 2007/2008:

Human & Civil Rights

- Human Rights Violations
- Domestic Violence
- Internet Crimes
- Sex Tourism
- Child & Women Trafficking
- Self Esteem
- Children & Women's Rights
- Poverty
- Education
- HIV/Aids
- Micro Finance
- Medical Relief
- Fair Trade
- Child labour & sweatshops
- Learning difficulties
- Disability Rights
- Homelessness
- Refugees & asylum seekers
- Migrant workers
- Elderly
- Social Justice

Animal Protection

- Animal Abuse
- Rescue & care
- Vivisection
- Wildlife Conservation
- Education

Environmental Protection

- Green Living
- Recycling
- Pesticides & Alternative Fuels
- Sustainability
- Access to water
- Conservation
- Education
- Climate Change
- Biodiversity
- Sustainable forestry

GLOBAL GRANTS

During 2007/2008, 29 Global Grants were made, totalling £526,060.90.

To maximise our Global Grants Programme and squeeze the most out of the monies available, we ensure that we provide a wide and varied geographical and issue spread of the grants, offering the most effective funding to that particular group and need.

Through our Global Grants Programme, we offer the following funding relationships:

- Long Term (funding given over a 2/3 year period)
- Partnership (granting aid or working with established local organisations who can best identify the projects at local level)
- Small grants (small injections of cash providing valuable resource for one-off projects)

Aims

- Implement new funding strategy & introduce 3 tiered funding levels
- Ensure that we funded any 'gaps' in global issues that were not covered by Regional Funding Panels.

Achievements

- 6 Long Term grants - £294,226
- 1 Partnership - £ 10,000
(Global Green Grants)
- 22 Other Global Grants - £219,835
- British Union for the Abolition of Vivisection awarded £60,000, ensuring our animal protection remit is covered

Objectives 2008/2009

- Review Global Grants Programme; focus and procedure
- Develop monitoring & evaluation process on all programmes

British Union for the Abolition of Vivisection (BUAV)

- For over 100 years the BUAV has been campaigning peacefully to create a world where nobody wants or believes we need to experiment on animals
- First funded in 2002
- Awarded £60,000 by The Body Shop Foundation in 2007/2008 over two years
- European Policy Officer recruited to work at European level to lobby key decision makers across Europe on pan-European animal testing issues



Regional Funding Panel Programmes

The Body Shop® is divided into four regional areas: namely UK & Republic of Ireland, Europe Middle East & Africa, Asia Pacific and the Americas.

In 2006, we set up four regional panels covering these areas to ensure a global reach and to fund issues in these regions, specific to the needs of the communities in them, using the expertise and local knowledge of the individuals actually in those regions.

These panels are made up of representatives from The Body Shop's employees, franchisees and consultants. They meet annually to decide on their individual funding focus and strategy, dependent on that region's social and cultural needs.

Nominations are received from staff within the regions for groups which fall under the regional funding remit.

Aims

- Agree specific funding remit for each region
- Review funding focus for each region
- Consider monitoring & evaluation process for staff & panel members
- Potential match funding opportunities, to increase regional pots
- Ensure all Panel Members receive induction

Achievements

- Specific funding remits agreed, relevant to the issues of each region
- Funding remits reviewed & approved by trustees
- Monitoring & Evaluation guidelines & documentation for project visits drawn up & circulated to Panel members
- Fundraising discussions held with panel members
- All Panel Members inducted

Objectives 2008/2009

- Develop the Monitoring & Evaluation of project visits within all regions
- Increase staff nominations for potential funding within all regions
- Develop communications on reported region activity internally, with a view to reporting externally

Americas Region

Funding focus 2007/2008:

	Projects funded	Total awarded
Green Living : education & implementation including recycling, pesticides & alternative fuels	2	£15,000
Animal Abuse : rescue & care	2	£19,000
Internet crimes : including advocacy, trafficking, sex tourism & self esteem	2	£20,000
Teenage Domestic Violence : including education and self esteem	5	£48,472
Empowering women and children	1	£10,000
	12	£112,472



Example of Americas grant awarded 2007/08

Coalition Against Trafficking in Women (CATW)

Awarded £10,000

Impact and use of grant:

- A cartoon aimed at highlighting potential forms of abuse developed for children aged 3-9, 1150 copies distributed
- Website re-designed to include a blog devoted specifically for children in this age range to be launched end of 2008 - www.catwlac.org
- 9 workshops run to prevent sexual commercial exploitation, resulting in training for 255 people. 9 more workshops imminent
- 7 training courses delivered to State Prosecutors and their staff, dealing with Trafficking in Persons and Smuggling. 3 more courses scheduled before the end of the year
- Launched a national campaign warning all incoming tourists about the crime of child sex tourism at airports, seaports and border-crossing land routes
- Recovered 14 victims of Human Trafficking in Mexico

Asia Pacific Region

Funding focus 2007/2008:

	Projects funded	Total awarded
Child Rights	7	£46,548
Poverty	6	£28,316
Environmental Sustainability	3	£17,100
	16	£91,964

The Philippine Community Fund

Awarded £10,000

Impact and use of grant:

Currently have 4 schools, educating 580 children, a medical centre providing treatment for over 1,000 members of the community and the school children. They also have a water filter station providing low cost water for over 8,000 people, a community welfare department giving help and advice to over 1,000 families and livelihood projects for adults to train in a new skill.

- Allows the children working on the Smokey Mountain rubbish dump the chance of education not currently available to them
- Gives health & nutrition care to the children arriving at the school - many of whom are suffering from second & third degree malnutrition



Example of Asia Pacific grant awarded 2007/08

Europe Middle East & Africa Region Funding focus 2007/2008:

Access to education
Women and Children's Rights
Environmental Sustainability/Water

Projects funded	Total awarded
3	£25,000
7	£44,876
4	£19,925
14	£89,801



Example of Europe Middle East & Africa grant awarded 2007/08

Dannerhuset Awarded £10,000 Impact and use of grant:

Dannerhuset is the largest, oldest and most reputable shelter for survivors of domestic violence and women's rights in Denmark

In Denmark, 41,000 women are subjected to domestic violence and 25 women every year - or more than 2 women every month - are killed by a partner

- Launch of a new programme; the aim of the study will be to chart and analyse the violence and perception of violence, which takes place in migrant families in Denmark. The issue is highly tabooed, mostly because the topic is exceedingly politicised even though no scientific research exists on the subject

- The project will aim to break the taboo and replace prejudice with fact and therefore better help the women in the shelter

UK & Republic of Ireland Region Funding focus 2007/2008:

Youth awareness on issues of:

Self esteem
Protect the Planet

Projects funded	Total awarded
6	£54,680
4	£35,340
10	£90,020

Cleanup UK
Awarded £5,500
Impact and use of grant:

Cleanup UK aims to unite the estimated 3,000 existing volunteer litter collecting groups around the UK into an active movement and through an innovative, fun approach, will in turn increase the number of volunteers who collect litter.

- Acceptance of scheme from 18 local authorities. A further 11 have agreed but have yet to start and a further 2 are still considering it
- 106 volunteer groups have registered on the Litteraction website, 21 of them coming from local authorities
- Through our funding, Cleanup UK have been able to attract further funding with the second major funder - Restore UK - specifically matching The Body Shop Foundation grant
- Cleanup UK has just agreed to work with ENCAMS (who run the Keep Britain Tidy Campaign) to work in 15 local authorities - mainly deprived areas - to encourage volunteers' involvement in Keep Britain Tidy's "Big Tidy Up" Autumn 2008. This will focus on how to tackle the issues facing litter volunteers in deprived areas



Example of UK & Republic of Ireland grant awarded 2007/08

LOCAL COMMUNITY FUND PROGRAMME

During 2007/2008, 29 Local Community Grants were made, totalling £531,000.

This grants programme aims to fund projects in the geographical areas local to The Body Shop International's global head offices - based in Littlehampton, West Sussex and Southwark, London.

- Main grants of up to £10,000 (up to a total value of £20,000)
- Grants of £2,000 (up to a total value of £10,000)
- £200 grants (up to a total of £5,000)

	Projects funded	Total awarded
Human & Civil Rights	25	£ 28,400
Environmental Groups	4	£ 2,600
	29	£31,000



Southwark Day Centre for Asylum Seekers, London

Awarded £10,000

Impact and use of grant:

Southwark Day Centre for Asylum seekers (SDCAS) seeks to provide a welcoming environment and to promote the rights of refugees and asylum seekers in an alien country.

They offer a range of services and activities including hot lunches, ESOL classes, advice and advocacy sessions, referrals, health workers, playgroup, creative workshops, women's project, health seminars and complementary therapy.

- Employed a Volunteer Support Worker who will assist all volunteers from the local community and the client group throughout their placement at the day centres
- Recruitment, training and monitoring volunteers throughout, helping them to develop and use their skills and talents to benefit the day centre and its users
- Recruit more volunteers from Refugee and Asylum Seeker backgrounds, many of whom have mental health problems, providing them with support and training, specific to their needs



Example of Local Community Fund Programme grant awarded 2007/08

FUNDRAISING ACTIVITIES & DONATIONS RECEIVED

During 2007/2008, fundraising activities generated by the Foundation totalled £335,973, raised by the selling of donated end of line or discontinued stock.

This stock fundraising activity not only covers the administration costs of the Foundation - it also provides the following opportunities/benefits:

- Prevents the stock from being landfilled - having an environmental impact and a financial impact for the company
- Offers volunteering opportunities to staff at The Body Shop global Head Office sites
- Allows us to add to our funding pot, ensuring that more charitable groups, issues and organisations get funding

Aims

- Maintain fundraising levels, despite reduction in stock donations
- Co-ordinate customer survey for feedback - external customers & internal staff
- Set up US On Site charity shop, Wake Forest Head Office

Achievements

- Exceeded target, despite departmental challenges including resource
- Completed two surveys - one for staff, friends & employees of The Body Shop and the second for the local communities benefiting from the community sale held
- US Charity shop opened April 08

Objectives 2008/2009

- Review stock levels & suppliers, initiating new relationships wherever possible
- Review charity shop operations in UK, including volunteer supervision
- Maintain fundraising levels
- Develop communication opportunities with charity shops

Charity Shop, Watersmead, Littlehampton 2007/2008

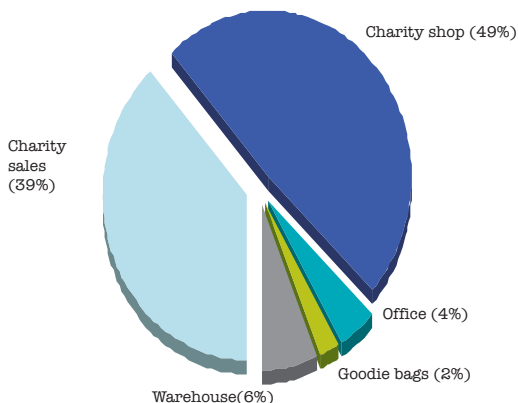
- 11,238 visitors to the charity shop
- The shop opened 101 times for a period of 3 hours per time, a total of 303 shopping hours for the year
- £138,455.24 raised during this financial year
- On average, in 2007/2008 we took £456.94 every shopping hour.
- Sorted, cleaned, marked, priced and sold just over 100 pallets of donated stock to the charity, through our stock fundraising channels including the charity shop.



VOLUNTEERING PROGRAMME

During 2007/2008, our volunteering activity increased, offering a variety of roles and ways that staff and supporters could get involved with the Foundation.

A total of 3,308 volunteering hours were donated to the Foundation, broken down in the following activities:



The Big Charity & Community Sales	1,272.5
Office volunteering	145.5
Charity Shop help	1,602.5
Goodie bag production & sales	80
Warehouse assistance	207.5
	<u>3,308</u>

Total of hours volunteered

Aims

- Review database & volunteering programme
- Annual Feedback Review

Achievements

- Volunteering database brought up to date, programme reviewed and amendments made to ensure the smooth running of the programme
- Annual feedback form sent to volunteers, covering all areas of programme. Good return rate with some interesting suggestions confirmed that 100% of our volunteers felt proud of their input into our work

Objectives 2008/2009

- Develop current Volunteering Handbook to include an induction
- Coincide a Volunteering Recruitment Drive with the CSV 'Make a Difference' Week in October 2008

UK Volunteering Programme, Sussex

- 116 regular volunteers currently on data base
- 41% of our volunteers are internal to The Body Shop International
- 7% of our volunteers have been with us since we launched this programme back in 2001
- The majority of our volunteers have each introduced a new volunteer to the Foundation
- On average, our volunteers will donate 14.7 hours of their time per year
- Our charity shop volunteers are our most regular volunteers ever, with the most volunteering hours recorded - Marge Millar giving 608.5 hours, Joyce Stormer giving 348.5 hours, Olwyn Cox giving 369 hours and Tan Shepherd giving 38 hours. This represents an incredible gift to the Foundation and we're incredibly grateful



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