



THE BODY SHOP FOUNDATION

Impact Report 08/09

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The "*Butterfly Effect*" is the propensity of a system to be sensitive to initial conditions.

Such systems over time become unpredictable. This idea gave rise to the notion of a butterfly flapping its wings in one area of the world causing a tornado or some such weather event to occur in another remote area of the world.

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We are conscious that as a grant-making Foundation we must be able to demonstrate our work is of direct benefit to the public. We believe that the activities we fund through all of our grants programmes, covering a wide range of issues, are demonstrably of public benefit and we ensure, through our granting and further monitoring and evaluation, that this is the case.

The principal objective of the charity is to raise awareness of many issues through the distribution of grants and social investment for specific charitable purposes across the globe.

These grants, focusing on small grassroots organisations at the heart of the community, aim to deliver a real and lasting positive impact and change.

We categorise our grants into three main remits, namely Human Rights, Animal Protection and Environmental Protection.





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 be overlooked or who find conventional funding hard to get.

our people

We believe that it's "people power" that changes the world. That it is because of the support and enthusiasm from our stakeholders - the employees, franchisees and consultants 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 that chance.

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

Our Global Commitment

Global Grants Programme

Aim:

To ensure we work with projects to realise their potential for core funding or **for long term projects**.

To work hand in hand with supporting organisations through **partnership funding** to ensure that our funding really delivers at local level, using the skills and knowledge of organisations working in that area.

To support small organisations in need of **low level grants**.

Impact:

Our long term funding relationships of 2-3 years offer a charity the opportunity of being supported in its developing stages and a sense of support through a project or by core funding.

Our partnership funding allows us to target monies using well established, well known grass roots organisations, ensuring our funding hits the areas that need it most.

28 GLOBAL GRANTS AWARDED IN
TOTAL = £308,980

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4 TWO YEAR COMMITMENT GRANTS
AWARDED, TOTTALLING £109,600



Our Global Commitment

AMERICAS REGION - 29 GRANTS,
TOTALLING £108,546

ASIA PACIFIC REGION - 18 GRANTS,
TOTALLING £108,459

EUROPE, MIDDLE EAST & AFRICA - 17
GRANTS, TOTALLING £114,189

UK & REPUBLIC OF IRELAND - 27
GRANTS, TOTALLING £111,239

91 GRANTS ACROSS THE WORLD
AWARDED THROUGH THESE
PROGRAMMES, TOTALLING £442,433 -
WITH THE HELP OF STAFF WORLDWIDE



Regional Funding Programme

Aim:

To utilise expertise and wisdom from the regions in which The Body Shop trades.

To ensure that global staff take ownership, interest and actively support The Body Shop Foundation by nominating a project or group local to them or by sitting on their particular regional panel, to help with the decision making on funding.

To ensure that we are working with specific pertinent issues currently happening within each region.

Impact:

Four separate funding focuses were made for each of the regions - namely Americas, Asia Pacific, Europe, Middle East & Africa and UK & Republic of Ireland.

A total of 311 nominations were made into the four regional funding panels, with a total of 91 grants made.

The panels are made up from all stakeholders of The BodyShop namely employees, franchisees, Service Centre staff and consultants to the company, ensuring representation from all levels and areas of the business.

Our Local Commitment

Local Community Grants Programme

Aim:

To ensure we fund projects in the geographical areas local to The Body Shop's head offices in Littlehampton, West Sussex and Southwark, London to ensure we assist our own communities at local level.

Impact:

By offering the following three different levels of funding, we can ensure that we cater for many different types of local requests for funding.

Our main grants - of up to £10,000 - ensures that we can give strategic funding for groups and organisations based in our local community.

Our grants of £2,000 offer small but vital boosts of income for locally based projects.

Finally, our £200 grants allow groups of all sizes to request a quick injection of cash for a small, but much needed projects.

Total donations for the year ending Feb 09 come to £33,352 to 16 organisations.



Our Funding Commitment

Human Rights

Human Rights refer to the "**basic rights and freedoms to which all humans are entitled**". So whether it's the right to education, freedom of expression or the basic right to food and water - we believe that they are ALL important. So we celebrate and support those who stand up for what they believe and make noise for those who can't - it's the true spirit of brother & sisterhood.

Aim:

To ensure a global spread of grants, covering current global issues with specific regional needs and issues funded.

Impact:

A total of 87 awards made in this category, covering over 24 different issues, all relevant to that particular region of the world.



Issues funded under this category

- Child Protection
- Child Soldiers
- Child Sexual Abuse
- Child Trafficking
- Poverty
- Education Girls/Women
- Education/Raising Awareness
- Domestic Violence
- Prostitution
- Disability
- HIV/Aids
- Counselling/Support
- Community Work
- Prison reform
- Youth Offenders
- Homelessness
- Indigenous People
- Refugees/Asylum Seekers
- Trafficking
- Migrants/Displaced people
- Fair Trade
- Micro-loan/ credit
- Regeneration

Human Rights Case Study - Citylight, Brighton, Sussex

Citylight is a local project working in Brighton, Hove and the wider Sussex area which offers support to women involved in prostitution, sexually exploited girls and female victims of sex trafficking. By hearing some of their clients' stories, you should be able to gain a sense of the work they do and how important it is that their service continues to be available to the women and girls who need it.

Funding of £10,000 awarded towards core running costs. Exerpts from their Monitoring & Evaluation feedback.

Mary is 16 years old. When you meet her, she seems like most girls her age. She loves music, watching films, being with her friends and studying. However, Mary has been through more trauma in her life than most of us can imagine.

Mary is originally from a small rural village in West Africa. One day she fled to the capital city where, on arrival, she discovered the contact she had no longer lived there. She was approached by a man who offered her food and shelter and said he would take care of her, so she took up the offer and stayed with this man for a couple of weeks.

One day Mary was taken to the airport where she boarded a plane to the UK. She didn't know what a plane was and had never seen one before. Upon arrival in the UK, she was taken to a house and locked in a room. From that moment on, Mary was raped daily for approximately three weeks by a succession of different men.

Thankfully Mary managed to escape from the house and she came across a person she hoped might speak her language. This person did not understand her, but kindly took her to a community organisation in Brighton. The staff at the organisation managed to understand a little of what she was saying and phoned Citylight for help. They responded immediately and went to meet with Mary, introduced themselves, referred her to Social Services and took her to the police station to report the case.

They supported Mary in the initial hours of the police investigation, providing food and warmth and just sitting with her while she slept. In the early hours of the morning, she was taken to her new foster carers. Citylight supported Mary intensively throughout the early days, visited her at her foster placement and supported her through the investigation process that followed.

Citylight continued to work with Mary. They supported her through meetings with her solicitor and at the Home Office interviews. Mary has now been granted asylum and has settled down to life in this country. She is excelling in school and has ambitions to be either a doctor or lawyer.

Mary's case has been such an encouragement in terms of the difference that you can make in one girl's life, simply by providing for her basic needs, offering a consistency of support and building up a trusting relationship with someone whose trust has been violently abused.

Mary has changed from a frightened, traumatised victim of sex trafficking into a strong survivor of sex trafficking. Women and girls like Mary are the reason Citylight exists.



Our Funding Commitment

Animal Protection

Earth is home to millions of species, including humans. The Body Shop International has always campaigned against animal testing for cosmetic purposes and we're in complete agreement. We're behind those who care and campaign for our two, four and - in some cases - 100 legged friends, ensuring that every species is afforded the respect, life and compassion it deserves.

Issues funded under this category

- Conservation Wildlife
- Animal Welfare
- Animal Rescue
- Anti-vivisection

Aim:

To ensure a global spread of grants, covering current global issues with specific regional needs and issues funded.

Impact:

A total of 18 awards made in this category, focusing mainly on conservation, the conflict between people and wildlife and animal rescue.



Animal Protection Case Study - Lilongwe Wildlife Centre, Malawi

The Lilongwe Wildlife Centre in Malawi is a wild animal rescue and education centre that promotes a holistic appreciation and understanding of animal welfare, wildlife conservation, environmental protection and humanitarian issues and actively engages in wildlife release and in-situ conservation programmes.

Funding of £30,000 awarded towards the People and Wildlife concept. Exerpts from their Monitoring & Evaluation feedback.

Madson, a vervet monkey, was brought to the Centre in July 2008, attached to a second vervet monkey called Lena.

They were discovered being sold on the side of the road in one of the richer surban areas of Lilongwe. His origin was never determined but like so many of the orphans at the Centre, their mothers would have been killed for bushmeat.

Madson had a troubled start to his stay at the Centre; he had heart, lung and nervous system problems. The little monkey was so sick that at one point he had to be resuscitated.

However, after several weeks of tlc from the volunteers at the Centre, Madson has made a full recovery. He is now living with the other vervets in the crèche and has even begun to take care of some of the youngest within his group, paying back some of the support he had received.

Their next step is to be moved to the large training enclosures where they will have the freedom of a small woodland area, open topped and electrified. By the end of 2009 it is hoped that Madson and all the other young vervets in his group will be returned to the wild.

As a result of our support and funding, and on top of the current services the Centre provides, they have taken in over the last 3 months, 31 wild animals in need. These include more vervets - like Madson - yellow, chacma and hamadrayas baboons, duikers, impala and bushbabies, as well as the well publicised Bella - the lioness rescued from Romania.

Our Funding Commitment

Environmental Protection

The 'natural environment' is everything, living and non-living, that occurs naturally on earth. We know it simply as 'home' and, if we continue to abuse it, it won't be around for our grandchildren's children. We must clean up our act quickly and support our eco-warriors to help preserve our beautiful planet.

Aim:

To ensure a global spread of grants, covering current global issues with specific regional needs and issues funded.

Impact:

A total of 30 awards made in this category, covering over 7 different issues, all working for environmental change.

Issues funded under this category

- Conservation Forest
- Conservation Water
- Climate Change
- Recycling
- Renewable Energy



Environmental Protection Case Study - Trees, Water, People - Honduras

Trees, Water & People is a nonprofit organisation that works to improve people's lives by helping communities protect, conserve and manage the natural resources upon which their long-term well-being depends.

Funding of £5,000 awarded towards a forest saving stove project. Excerpt from their Monitoring & Evaluation feedback.

Since The Body Shop Foundation's generous £5,000 grant in July 2008, Trees, Water & People (TWP) and our local NGO partner the Honduran Association for Development (AHDESA) have moved our fuel-efficient stove building operations in Honduras to a larger facility for increased production.

The new centralised factory, located on the southern outskirts of Tegucigalpa, was formerly utilized for shoe manufacturing and has been remodelled to fit our manufacturing needs and also includes an office for AHDESA staff. Employees are no longer forced to commute from their former small, inconveniently located rental office in town.

Stove production has resumed at the factory, using existing equipment until new tools and improved technology can be purchased for increased manufacturing efficiency, warehousing, sales and distribution. The amplified awareness of stove benefits via new trained community stove promoters continues to create demand for this sustainable technology.

The result of this is that more Honduran families are replacing their smoky open fire cooking with new fuel efficient stoves that improve health, save money, decrease fuelwood consumption and reduce deforestation.

To further disseminate the many benefits of our fuel-efficient stoves, TWP International Director Stuart Conway presented our Honduras project to more than 100 key attendees at the January 2009 ETHOS (Engineers in Technical and Humanitarian Opportunities of Service) conference in Seattle, Washington.



Our Fundraising Commitment



On top of the annual donation we receive from the company, we also receive stock from The Body Shop International and its suppliers. Through our Fundraising Department we are able to turn the end of line or discontinued stock into money, which funds yet more groups.

The stock that is given comes to us for many reasons - it can be dented bottles, limited shelf life, askew labels or even a slight underfill - anything that deems the item not 'fit for shop'. Rather than landfill this stock, we look for ways to use it charitably, reducing the environmental impact for the Company and its suppliers, as well as giving our fundraising pot a very healthy boost.

Aim:

Using our charitable warehouse and through several fundraising initiatives including sales, goodie bags and an on-site charity shop, we turn all the unwanted donated stock into money to fund more projects.

Impact:

Through the successful running of these initiatives, and using our wonderful bank of volunteers, we have raised an incredible £363,176, adding another 50% on top of the cash the company donates to us.

Our Volunteering Commitment

We offer volunteering opportunities currently through the Foundation's fundraising activities. Although originally set up using employees of The Body Shop, this scheme has expanded to friends and family members of employees and our UK based volunteering is made up of just over 40% external volunteers to the company.

Our US volunteering again is linked to our fundraising initiatives and has shown a healthy increase in volunteering, with some very regular, very active volunteers helping out time and time again for the Foundation.

At the end of 2009, The Body Shop Foundation will be widening their Volunteer Programme to include The Body Shop International Service Centre staff - linking up teams, departments and individuals to previously funded groups in their local area.

Aim:

To increase volunteering opportunities for interested individuals by matching them to an activity of their choice. Through these volunteering hours, we will work to increase awareness of the Foundation and ultimately the projects we support.

Impact:

Without the support of the volunteers assisting at our sales, in our charity shop and making up gifts etc, we simply would not be able to hold such well-established, well known events and our fundraising income would be significantly lower than current levels.





87 Human Rights grants made
35 different issues tackled
Approx 71,620 lives affected as a direct result of funding
30 Environmental Protection grants made
3,255 volunteering hours given to The Body Shop Foundation
135 grants awarded, totalling £784,765
Long term impact - immeasurable
Grants awarded in 33 different countries around the world
311 staff nominations received
18 Animal Protection grants made
£363,276 raised through stock fundraising with donated product in UK & USA
Approx 400 pallets of stock used, reducing landfill & environmental impact



For more information about The Body Shop Foundation and the projects we support, please visit www.thebodyshopfoundation.org.

For more information about how you can get involved with The Body Shop Foundation, please contact bodyshopfoundation@thebodyshop.com.

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