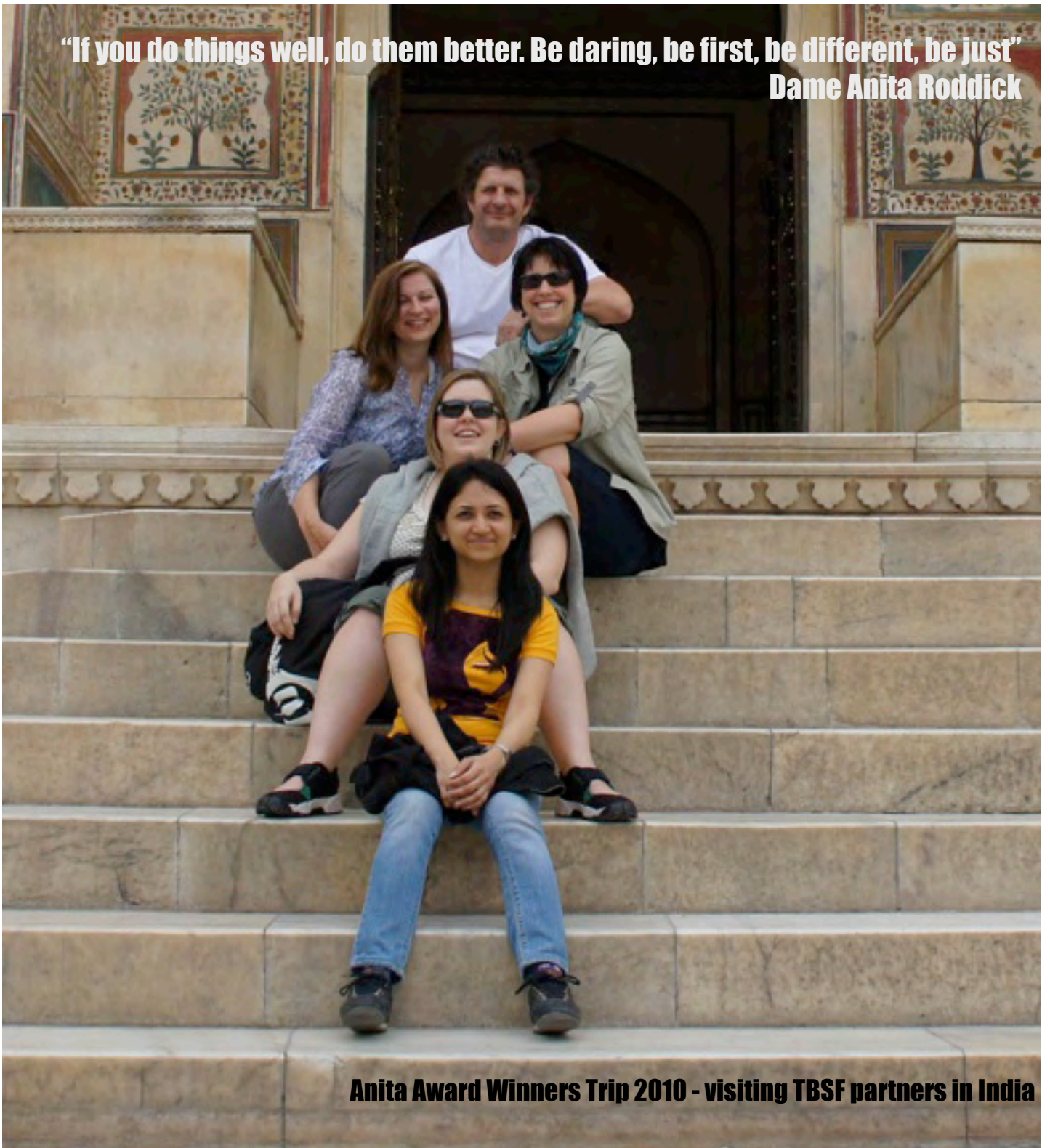
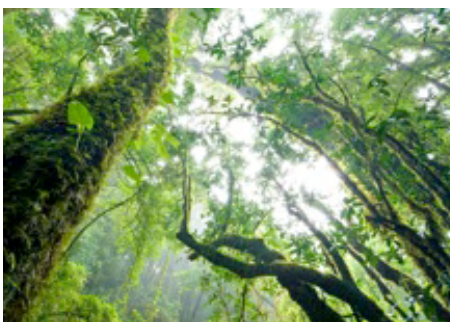


# **IMPACT REPORT 2010/2011**

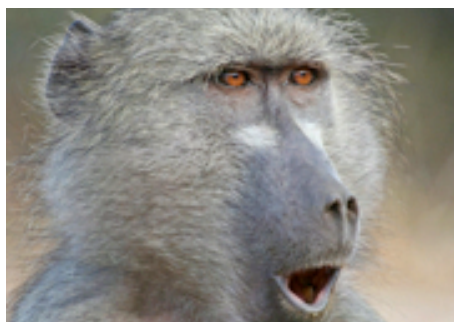
**“If you do things well, do them better. Be daring, be first, be different, be just”  
Dame Anita Roddick**



**Anita Award Winners Trip 2010 - visiting TBSF partners in India**



IMPACT REPORT 2011



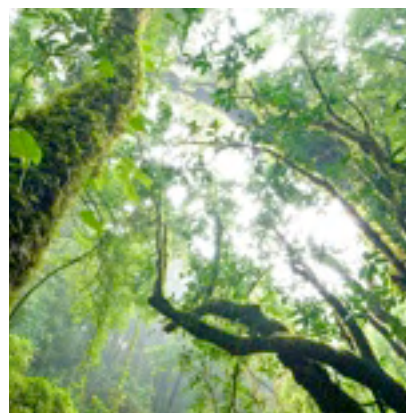
[www.thebodyshopfoundation.org](http://www.thebodyshopfoundation.org)



[www.facebook.com/thebodyshopfoundation](http://www.facebook.com/thebodyshopfoundation)

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## WHY MEASURE IMPACT?

As a grant making Foundation, we must be able to demonstrate that our work is of direct benefit to the public. We believe that the activities we fund through our Grants Programmes are purely for public benefit and we ensure through careful monitoring and evaluation of these projects that this is definitely the case.

The main objectives for us here at The Body Shop Foundation are to raise awareness of many issues and fund positive social change to specific charitable purposes across the world.

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

Over the past eleven years, we have developed fundraising activities and successful volunteering programmes to swell the funds received from the annual donation by The Body Shop International. These additional funds allow us to boost our grant giving capabilities.

The impact of our grant giving, fundraising and volunteering can be felt the whole world over, as this document illustrates. It truly is global team work at its very finest. To all those who have donated, nominated, aided and assisted in these activities - huge thanks. This, our friends and supporters, is down to you.



## OUR PHILOSOPHY

We believe it's "people power" that changes the world. It is because of the support, enthusiasm and never ending help we receive from our stakeholders that we have enjoyed such incredible success as a Foundation.

Our stakeholders spread across the world and include the employees, franchisees, consultants and customers of The Body Shop International worldwide and our volunteers, our trustees and our own team.

We're powered by a passionate belief in positive social change. We're humbled by the work of the organisations we support and vow to help those working at grass roots level. We believe that being different and daring deserves to be recognised and that we should be offering these organisations that very chance.

We look for groups with enthusiasm, energy and drive working at a community level. These projects - however dynamic - sometimes get overlooked. Sometimes - because of the unfamiliar or pioneering nature of their work - conventional funding is hard for them to access.

To us though, it is this difference and bravery that deserves to be recognised. We look for progressive charities and groups which fall within our remit and invite them to apply for funds.

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

# OUR GLOBAL REACH



**We ensure that our grants programmes are structured to achieve maximum impact across all regions of the world, to those most in need**

## AIM

To look for projects which are committed to addressing social and economic injustice, access to education, protection of the environment and animal life, taking into consideration the most pressing global issues and situations.

## IMPACT

Five grants programmes run to ensure that we use local expertise and wisdom.

## FACTS

	No of grants	Total value of grants
Asia	34	£402,035
Europe	32	£188,843
Africa	11	£126,210
Americas	24	£137,137
Global (cross continent)	2	£ 40,000
<b>Total</b>	<b>103</b>	<b>£894,225</b>

# OUR GLOBAL COMMITMENT



## GLOBAL GRANTS PROGRAMME

### AIM

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

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 core funding.

Our low level grants offer organisations an opportunity to apply for seed funding for innovative projects.

### FACTS

27 grants awarded through the Global Grants Programme, totalling £469,680

7 organisations awarded 2 year funding commitments totalling £200,015

# OUR GLOBAL COMMITMENT



## ZONE FUNDING PROGRAMMES

### AIM

To utilise local expertise, local information and relevant needs from the zones 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 zone panel, to help with the decision making on funding.

To ensure that we are working with specific issues, pertinent to what is currently happening within each zone.

### IMPACT

Three separate funding focuses were made for each of the zones, namely:

- \* Americas
- \* Asia Pacific
- \* Europe, Middle East & Africa

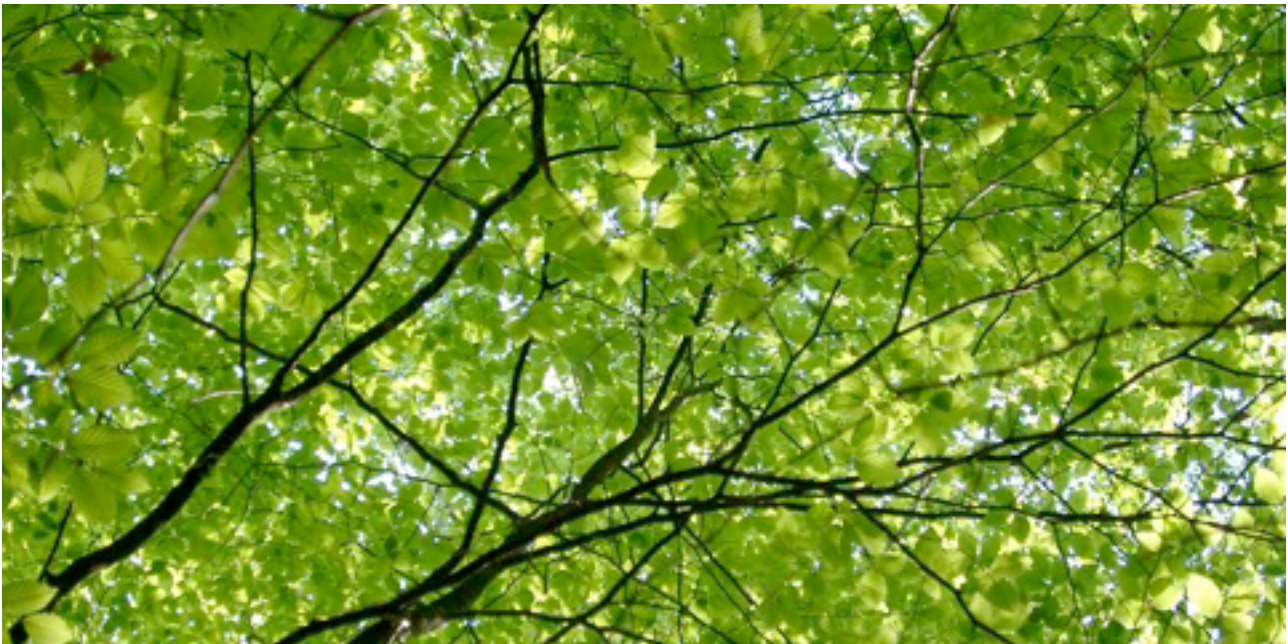
A total of 199 nominations were made to the three zone funding programmes, with a total of 68 grants made.

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

### FACTS

	No of grants	Total value of grants
Americas	23	£131,913
Asia Pacific	21	£99,925
Europe, Middle East & Africa	24	£142,291
<b>Total</b>	<b>68</b>	<b>£374,129</b>

# OUR LOCAL COMMITMENT



## LOCAL COMMUNITY GRANTS PROGRAMME

### AIM

To ensure we fund projects in the geographical areas local to The Body Shop International's Head Offices in Littlehampton, West Sussex and London. This ensures we assist the communities at local level to the Global Service Centres.

### IMPACT

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

Our local grants ensure that we can give strategic funding for groups and organisations based in our local community.

### FACTS

8 grants awarded, totalling £50,416

# OUR FUNDING COMMITMENT - HUMAN RIGHTS



## ISSUES FUNDED UNDER THIS CATEGORY:

DOMESTIC VIOLENCE, CHILD PROTECTION, COMMUNITY WORK, PROSTITUTION, POVERTY, TRAFFICKING, HOMELESSNESS, CHILD TRAFFICKING, COUNSELLING/SUPPORT, REFUGEES/ASYLUM SEEKERS, DISABILITY, EDUCATION/RAISING AWARENESS, MIGRANTS/DISPLACED PEOPLE, HIV/AIDS, EDUCATION GIRLS/WOMEN, CHILD LABOUR, INDIGENOUS PEOPLE, FAIR TRADE, MICRO LOAN CREDIT

**Human Rights refers 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 - we believe they are all important.**

### AIM

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

### IMPACT

A total of 67 grants made in this category, covering over 20 different issues.



# HUMAN RIGHTS CASE STUDY -

**TAABAR : <http://taabar.org/>**

Taabar means ‘small and loving children’ in local dialect and is a small charity focused on helping & supporting children in difficult circumstances, especially runaway, orphaned and street children in Jaipur, India.

These children walk aimlessly: they sleep at city arcades, they are vulnerable to any type of exploitation by adults and criminals. Most of them struggle for survival. Earning money leads to exploitation of these children in many ways.

Many of these children have horrific stories of abuse and degradation. But all they need is a chance; to give them somewhere safe to sleep, some hot food, clean water and, most of all, care and attention. Taabar provides the street children with the chance to do exactly that. They give the children a safe secure world and the opportunity to be educated through their Street Development Programme.

We’ve funded this organisation twice to give these children another shot at life and, more importantly, a chance at childhood. No child should beg, no child should have to suffer sexual exploitation to survive and no child should know the horror of the adult streets at night.

Taabar offers a safe, secure world for these children and gives them opportunity and, as importantly, hope.

**PROJECT FUNDED: Street Children Development Programme, Jaipur, India**  
**FUNDED THROUGH: Asia Pacific Grants Programme**  
**AMOUNT GIVEN: £4,212.63**

# OUR FUNDING COMMITMENT - ANIMAL PROTECTION



## ISSUES FUNDED UNDER THIS CATEGORY:

CONSERVATION WILDLIFE, ANIMAL RESCUE, ANIMAL WELFARE, ANTI VIVISECTION

**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.**

### AIM

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

### IMPACT

A total of 16 grants made in this category, covering over 4 different issues.



## ANIMAL PROTECTION CASE STUDY -

**SEA TURTLE CONSERVANCY : <http://www.conserveturtles.org/>**

Sea turtles have navigated the earth's oceans for more than 100 million years. But back in 2010 they faced their toughest enemy in years – the oil spill in the Gulf of Mexico.

An estimated 53,000 barrels per day escaped from the well before it was capped, but in total over 4 million barrels of oil had leaked into the sea. The spill itself covered 580 square miles and was a foot deep – for the natural habitat and local wildlife, it was death by tar.

We gave £10,000 to Sea Turtle Conservancy, helping save the turtle population by carefully excavating more than 25,000 eggs and relocating them to an oil-free environment.

They took the turtle eggs from Florida and relocated them 500 miles down the coast, releasing them into the Atlantic Ocean. The plan was successful beyond measure, with six out of ten making it into oil free water.

The issues confronting sea turtles and their habitats as a result of the Gulf oil spill will be complex and long-lasting. However, we know that Sea Turtle Conservancy is committed to playing a leading role in sea turtle preservation, while promoting educational campaigns that ensure we never experience another disaster like this.

**PROJECT FUNDED: Sea turtle protection & recovery activities related to oil spill in Mexico**  
**FUNDED THROUGH: Americas Grants Programme**  
**AMOUNT GIVEN: £10,000**

# OUR FUNDING COMMITMENT - ENVIRONMENTAL PROTECTION



## ISSUES FUNDED UNDER THIS CATEGORY:

CONSERVATION WILDLIFE, RENEWABLE ENERGY, FOREST CONSERVATION, RECYCLING, CLIMATE CHANGE, EDUCATION/RAISING AWARENESS, POVERTY

**The natural environment is a term that encompasses all living and non-living things occurring naturally on earth.**



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



A total of 20 grants made in this category, covering over 7 different issues.



3



# ENVIRONMENTAL PROTECTION CASE STUDY -

## **SOLAR AID, MALAWI : <http://solar-aid.org>**

SolarAid are a wonderfully innovative charity – tackling two of the world’s most pressing issues: poverty and climate change.

Our funding of £40,000 over 2 years was given towards their ‘sunnymoney’ programme in Malawi.

The majority of people living in rural Malawi do not have access to electricity and are forced to burn kerosene for lighting. This is harmful to health, dangerous and increasingly expensive. So in 2008, they started to replace kerosene lamps with ‘sunnymoney’ micro solar equipment.

SolarAid started by educating poor people in rural Malawi with all the business tools necessary to become involved with ‘sunnymoney’. With this training, entrepreneurs have created their own independent and sustainable micro solar businesses with a total of 5812 micro solar units sold – an incredible achievement, brilliant for both providing business opportunities AND saving the environment.

Not just content with this, they then dreamed big and upgraded the small personal solar panels into business panels, installing 18 schools, health clinics and community centres with clean and affordable solar-powered lighting systems.

Pretty remarkable really.

**PROJECT FUNDED: Malawi sunnymoney programme**  
**FUNDED THROUGH: Global Grants Programme**  
**AMOUNT GIVEN: £40,000 over 2 years**

# 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 turn this end of line, returns or discontinued donated stock into money, to fund yet more groups.**

## AIM

Through several fundraising initiatives including sales, goodie bags and two charity shops, we turn all 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 £320,870.

## FACTS

The stock donated to us by the company and its suppliers is given because it is 'not fit for shop'. This could mean that it is slightly underweight, a problem with the label or discontinued or sample stock.

Rather than the company 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 funding pot a healthy boost, allowing us to fund yet more global projects.

# OUR VOLUNTEERING COMMITMENT



**We offer a number of volunteering opportunities, linked to our fundraising activities in the UK & USA.**

## AIM

Through volunteering activities, we will work to increase awareness of the Foundation and the projects we support.

To increase volunteering opportunities for interested individuals by matching them to an activity of their choice.

## IMPACT

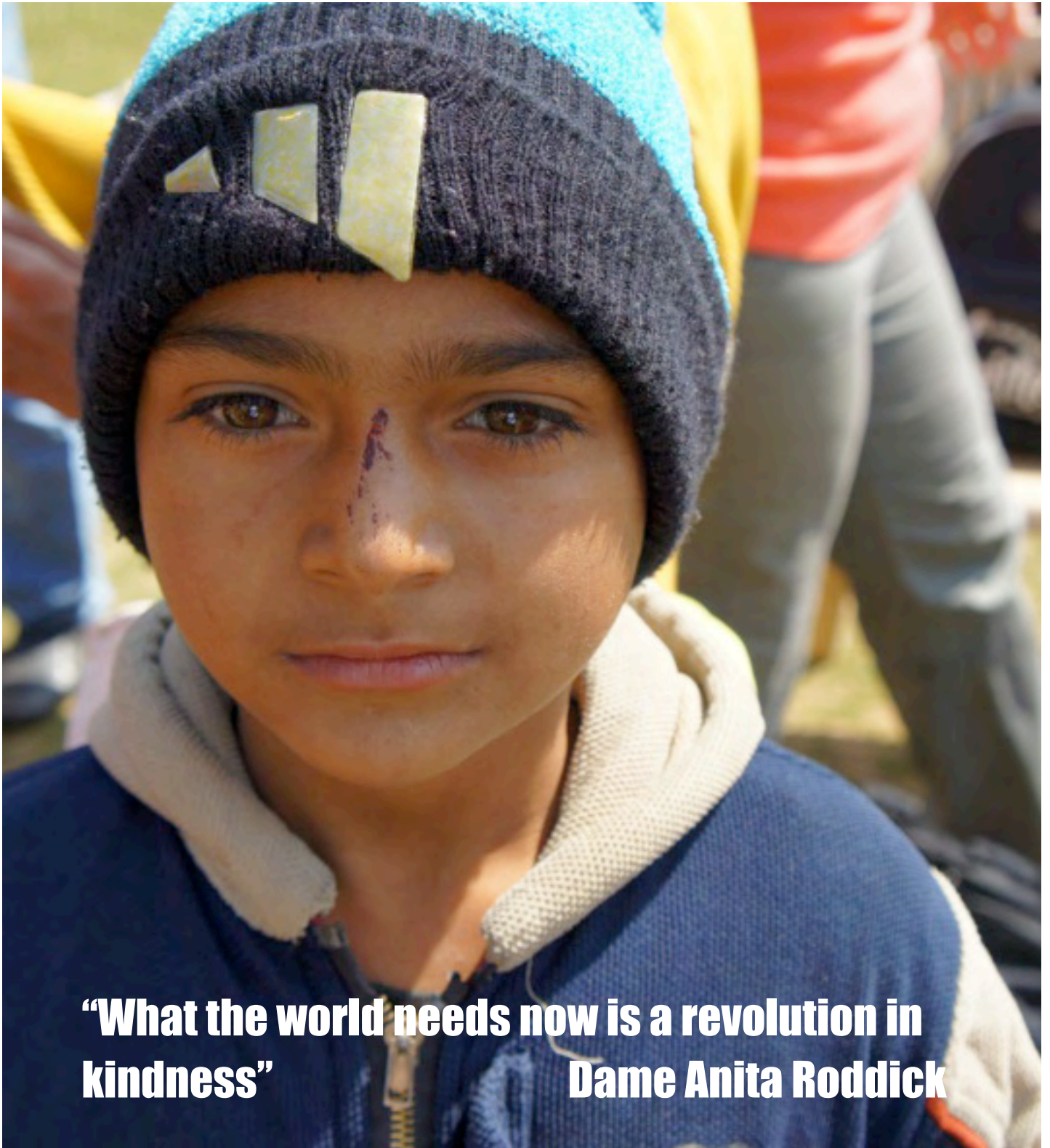
For the Foundation, the support of our volunteers at our fundraising activities ensures that these continue to generate much needed income for the Foundation.

For the groups involved with the company volunteering programme, it is a great opportunity to raise awareness, gain new potential supporters and have a positive impact on the community.

## FACTS

Over the course of the year, our volunteers have donated 4,614 hours between them, broken down as follows:

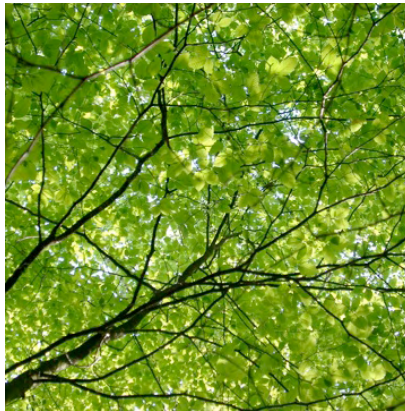
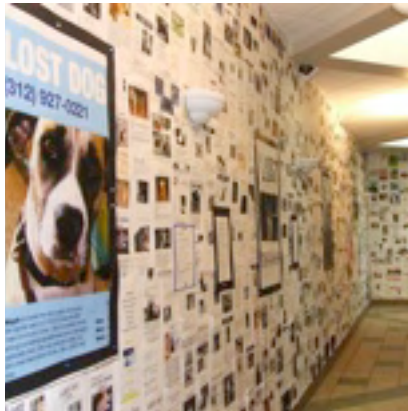
UK - 3,881 hours  
USA - 733 hours



**“What the world needs now is a revolution in kindness”**  
**Dame Anita Roddick**



# FACTS & STATS



**67 Human Rights grants made**  
**30 different issues tackled**  
**Approx. 78,960 lives affected as a direct result of funding**  
**20 Environmental Protection grants made**  
**4,614 volunteering hours given to The Body Shop Foundation**  
**103 grants awarded, totalling £894,225**  
**Long term impact - immeasurable**  
**Grants awarded in 37 countries around the world**  
**199 staff nominations received**  
**16 Animal Protection grants made**  
**£320,870 raised through stock fundraising with donated product in UK & USA**  
**Approx. 300 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](http://www.thebodyshopfoundation.org)

or join our Facebook group at [www.facebook.com/thebodyshopfoundation](http://www.facebook.com/thebodyshopfoundation)

For more information about how you can get involved with The Body Shop Foundation, please contact us at [bodyshopfoundation@thebodyshop.com](mailto:bodyshopfoundation@thebodyshop.com)

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