

An aerial photograph of a wide, muddy river meandering through a vast, dense tropical rainforest. The river's path is marked by several sharp curves and sandy banks. The forest is a deep, vibrant green, covering the entire landscape. The text 'BARE KIND' is overlaid in white, sans-serif font in the upper-middle section of the image.

BARE KIND

Charity Impact
Report

2022

Our story

Introduction
Vision
Our journey

Working with charities

Around the world
Charities

Our impact

UK Wildlife	Jungle	Forest
Arctic	Savanna	Australia
Ocean	Farm	

Future

The future of Bare Kind



Introduction

Restoring the biodiversity of our planet and its varied species is at the core of Bare Kind's mission. Climate change is affecting the animal population and destroying ecosystems.

By donating 10% of gross profits to charities that support the animals on our socks, we are able to keep fighting the fight against species extinction.

Bare Kind has been able to achieve an all-time high of donations in 2022. This year the business was able to expand its sock range to 41 pairs and support over 25 charities.

Our 2022 Charity Impact Report highlights the projects we have been able to fund with our charity partners and the incredible animals we are able to support.

We support many charities here in the UK, but our support is expanding world wide and as of 2022, we help charities based across 5 continents.

We know there is always more that we can do and our goals are far bigger than what we've been able to achieve so far.

We hope that with something as humble as a pair of socks, we can make a lasting impression on our world and change it for the better.

A huge thank you goes out to all our customers this year who have wanted to make a difference and empower the restoration of our planet with their socks.

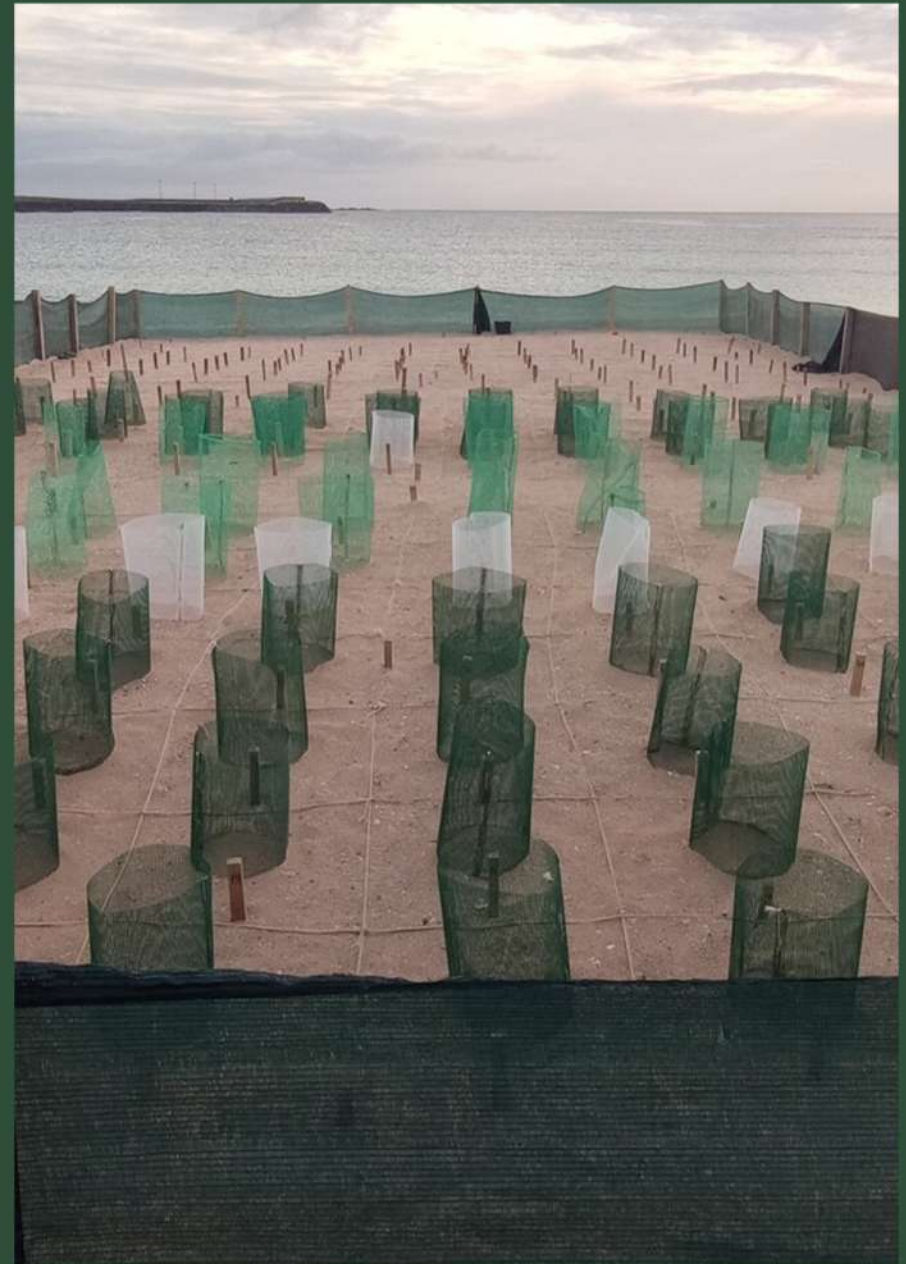


Photo of a hatchery Bare Kind helped fund in 2022.
Photo from The Turtle Foundation.



**Our vision is to bring joy to the everyday
and to empower the restoration of our
biodiverse planet.**

Our journey

Bare Kind started to save turtles with the turtle socks.

We funded worldwide projects that save animals.

Lucy launched turtle socks and donated 10% of profits to help save turtles from being endangered. People connected with the ethos and loved the socks and new socks began to be designed.

More socks, more impact. As the business grew so did Bare Kind's impact. In 2021, Bare Kind was able to save 887 acres of tropical rainforest, fund 209 boxes of fish for penguins, adopt 12 giraffes, and so much more.

2019

2021

2018

Lucy founded Bare Kind as a way to give back to our planet and leave a legacy that had worldwide impact. The business started by selling reusable straws and recycled tote bags.



2020

By 2020 Bare Kind had launched 5 socks and started to grow as a team. By the end of the year, 15 sock designs had been launched and Bare Kind could begin to see a positive impact left on the world.



2022

This year has been Bare Kind's biggest year yet. With the release of 28 new socks, Bare Kind can save even more animals. Our socks are stocked in over 500 stores around the world.

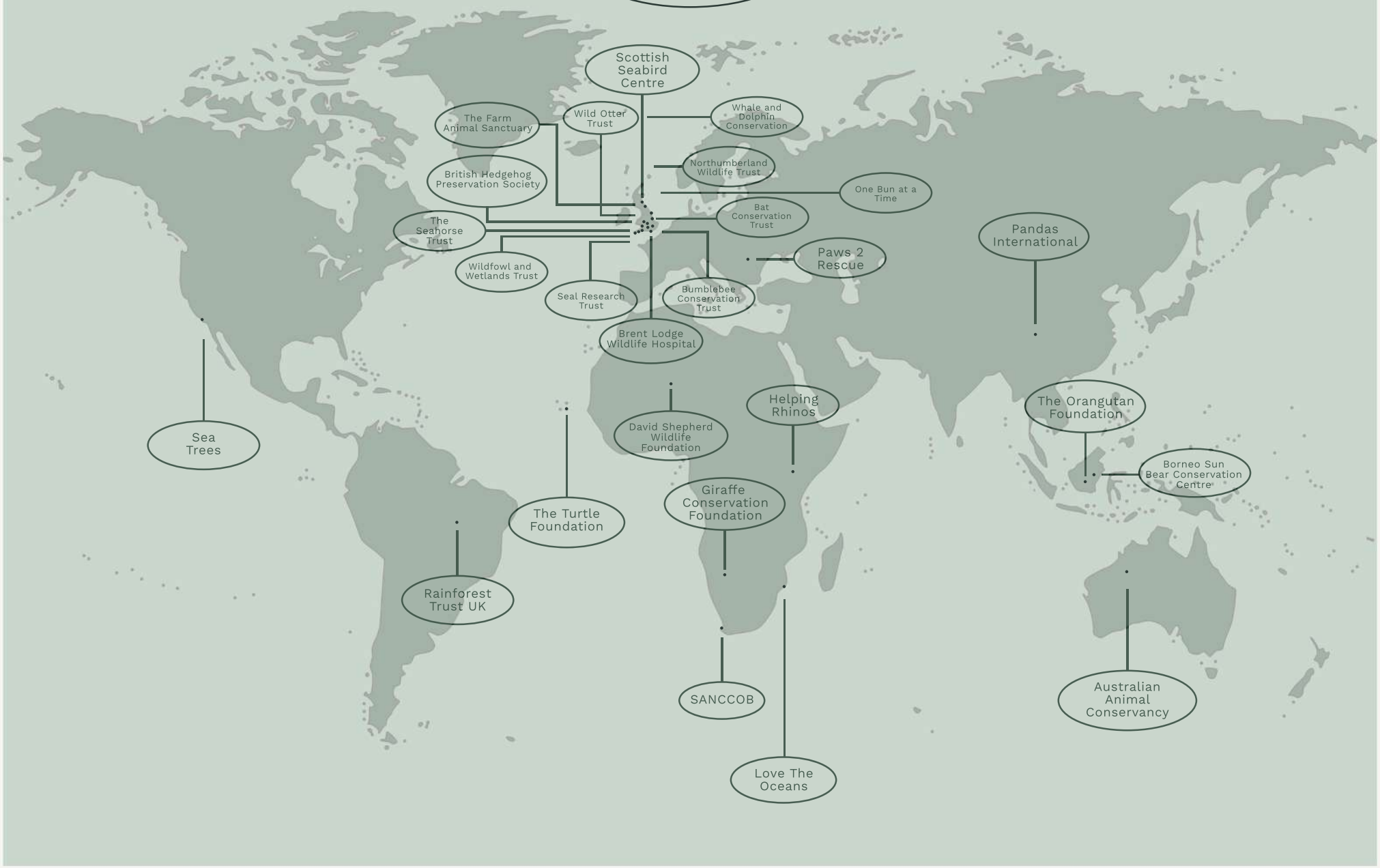
Bare Kind now has 15 sock designs.

Bare Kind released 28 new designs in 2022.

An aerial photograph of a dense, lush green forest. A river flows through a narrow valley in the center of the image, surrounded by thick vegetation. The forest extends to the top of the frame, where some mist or low clouds are visible. The overall scene is vibrant and natural.

**We support over 25 charities around the world
in their continuous effort to protect and sustain
endangered species and their environment.**

Around the world



The Farm Animal Sanctuary

Scottish Seabird Centre

Whale and Dolphin Conservation

British Hedgehog Preservation Society

Northumberland Wildlife Trust

One Bun at a Time

The Seahorse Trust

Bat Conservation Trust

Paws 2 Rescue

Wildfowl and Wetlands Trust

Seal Research Trust

Bumblebee Conservation Trust

Brent Lodge Wildlife Hospital

Pandas International

Sea Trees

David Shepherd Wildlife Foundation

Helping Rhinos

The Orangutan Foundation

Rainforest Trust UK

The Turtle Foundation

Giraffe Conservation Foundation

Borneo Sun Bear Conservation Centre

SANCCOB

Love The Oceans

Australian Animal Conservancy

UK Wildlife



BADGER SOCKS

funded **38 antibiotic treatments** for injured wildlife with Brent Lodge Wildlife Trust.



HEDGEHOG SOCKS

funded **74 education packs** used in schools with British Hedgehogs Preservation Society.



BEE SOCKS

funded projects such as **"Bee-connected"** which delivered a further 11 miles of habitat along the National Rail network with Bumblebee Conservation Trust.



OTTER SOCKS

funded a new cub hospital room to be **equipped for treatments** with Wild Otter Trust.



FOX SOCKS

funded **38 antibiotic treatments** for injured wildlife with Brent Lodge Wildlife Trust.



RED SQUIRREL SOCKS

funded **175 kg of feed** for squirrels with Northumberland Wildlife Trust.

We funded **38 antibiotic treatments** for foxes and badgers who suffer from illness or injuries.

Donated to
Brent Lodge
Wildlife Trust

UK Wildlife



BAT SOCKS

funded the resources to advise **25 Helpline Officers** on how to help protect roosting bats with Bat Conservation Trust.



SEAHORSE SOCKS

funded marine conservation and **ecomoorings** for seahorses with The Seahorse Trust.



PUFFIN SOCKS

funded projects such as an **SOS puffin project** that cleared invasive tree mallow from Scottish Islands with Scottish Seabird Centre.



SEAL SOCKS

funded 10 ID surveys that helped deliver **5 online awareness sessions** for schools with Seal Research Trust.

We funded 10 ID surveys on seals that helped deliver 5 online awareness sessions for schools.

Donated to
Seal Research
Group

Arctic



ORCA SOCKS

funded **5 school talks** for children in Scotland teaching them about the ocean with Whale and Dolphin Conservation.



POLAR BEAR SOCKS

funded the planting of **110 mangrove trees** to help coastlines from raising sea levels with Sea Trees.



PENGUIN SOCKS

funded **97 boxes of fish** for penguins with SANCCOB.



WALRUS SOCKS

funded the planting of **110 mangrove trees** to help coastlines from raising sea levels with Sea Trees.

We funded 5 uniquely memorable lessons for a class of school children in Scotland, teaching them about the ocean and climate change.



Donated to
Whale and Dolphin
Conservation

Ocean



EAGLE SPOTTED RAY SOCKS

funded the **removal of 68 kilograms** of rubbish from the ocean with Love The Oceans.



TURTLE SOCKS

funded the **construction of a hatchery** where particularly endangered turtle nests can be relocated to with The Turtle Foundation.



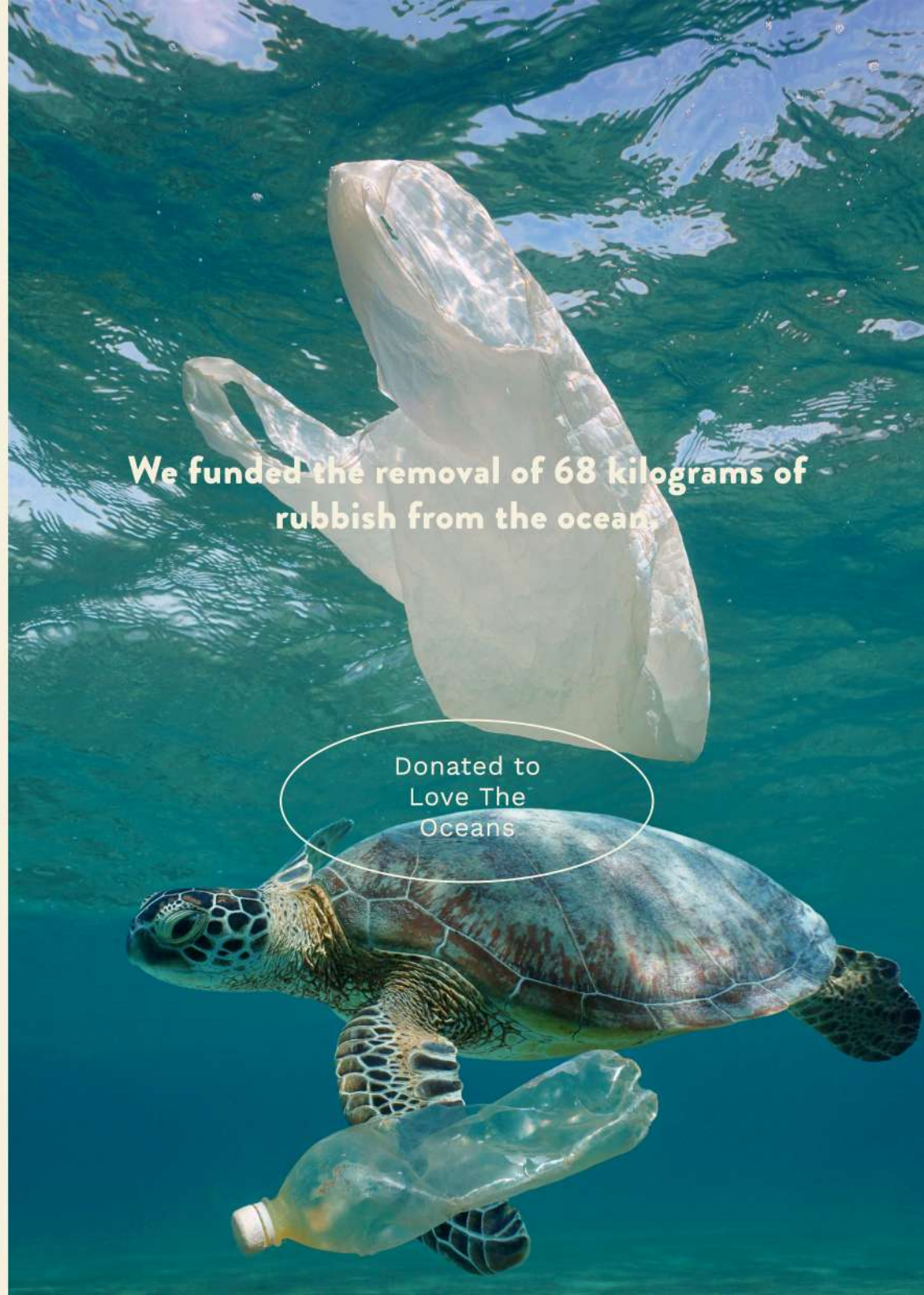
SHARK SOCKS

funded the **removal of 68 kilograms** of rubbish from the ocean with Love The Oceans.



WHALE SOCKS

funded **5 school talks** for children in Scotland teaching them about the ocean with Whale and Dolphin Conservation.



We funded the removal of 68 kilograms of rubbish from the ocean.

Donated to Love The Oceans

Jungle



FROG SOCKS



GORILLA SOCKS



LEMUR SOCKS



LEOPARD SOCKS



PANTHER SOCKS



SLOTH SOCKS



RED PANDA SOCKS

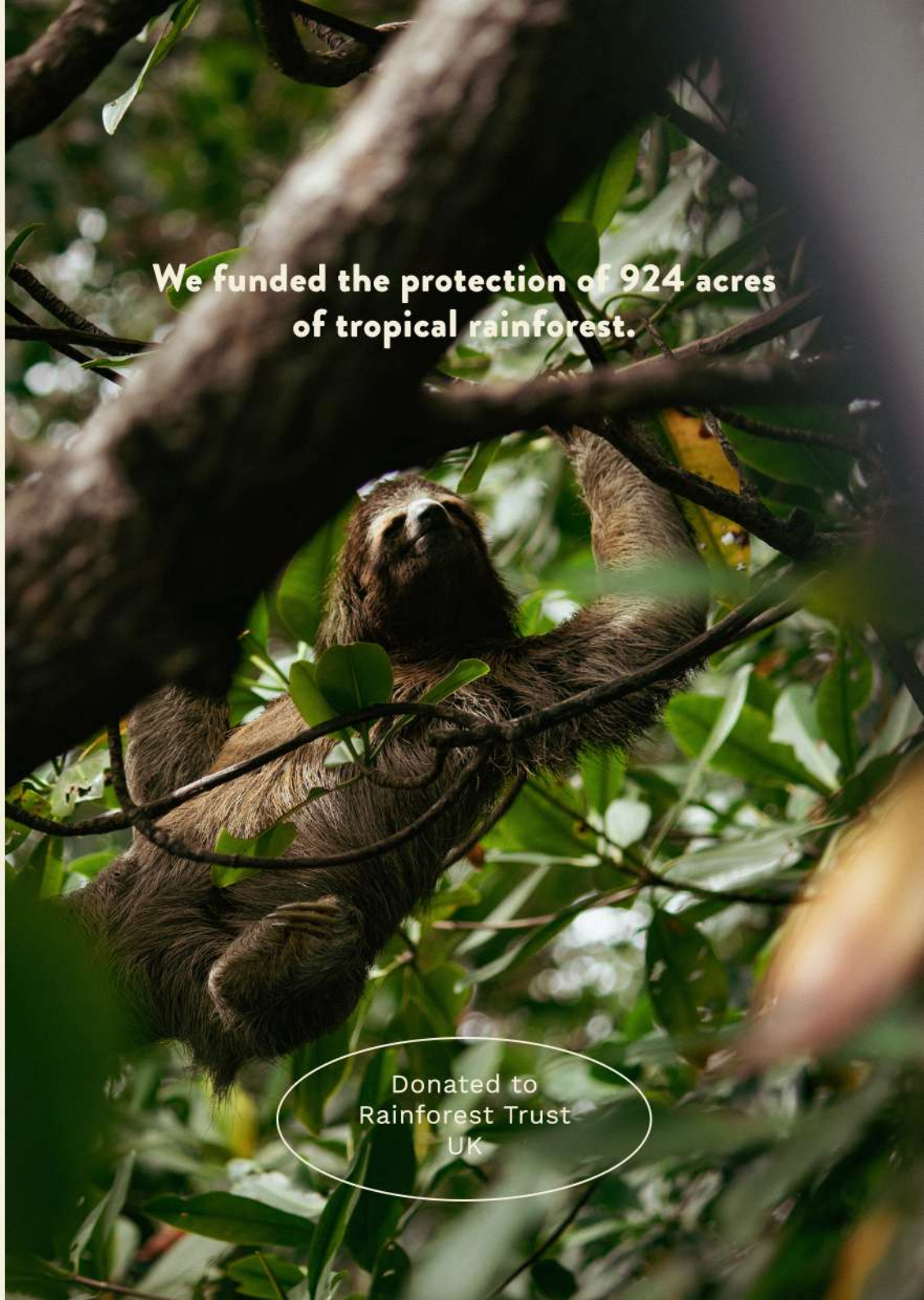


TIGER SOCKS



TOUCAN SOCKS

funded the protection of **924 acres** of tropical rainforest with Rainforest Trust UK.



We funded the protection of **924 acres** of tropical rainforest.

Donated to Rainforest Trust UK

Savanna



ELEPHANT SOCKS

funded the protection of **2078 acres** of land for orphaned elephants with David Shepherd Wildlife Foundation.



LION SOCKS

funded the protection of **29 acres** of lion habitat with David Shepherd Wildlife Foundation.



FLAMINGO SOCKS

we funded projects such as managing **3000 hectares of wetlands** in the UK to protect the UK's wildlife with Wildfowl and Wetlands Trust.



PANGOLIN SOCKS

funded the protection of **58 acres** of pangolin habitat with David Shepherd Wildlife Foundation.



GIRAFFE SOCKS

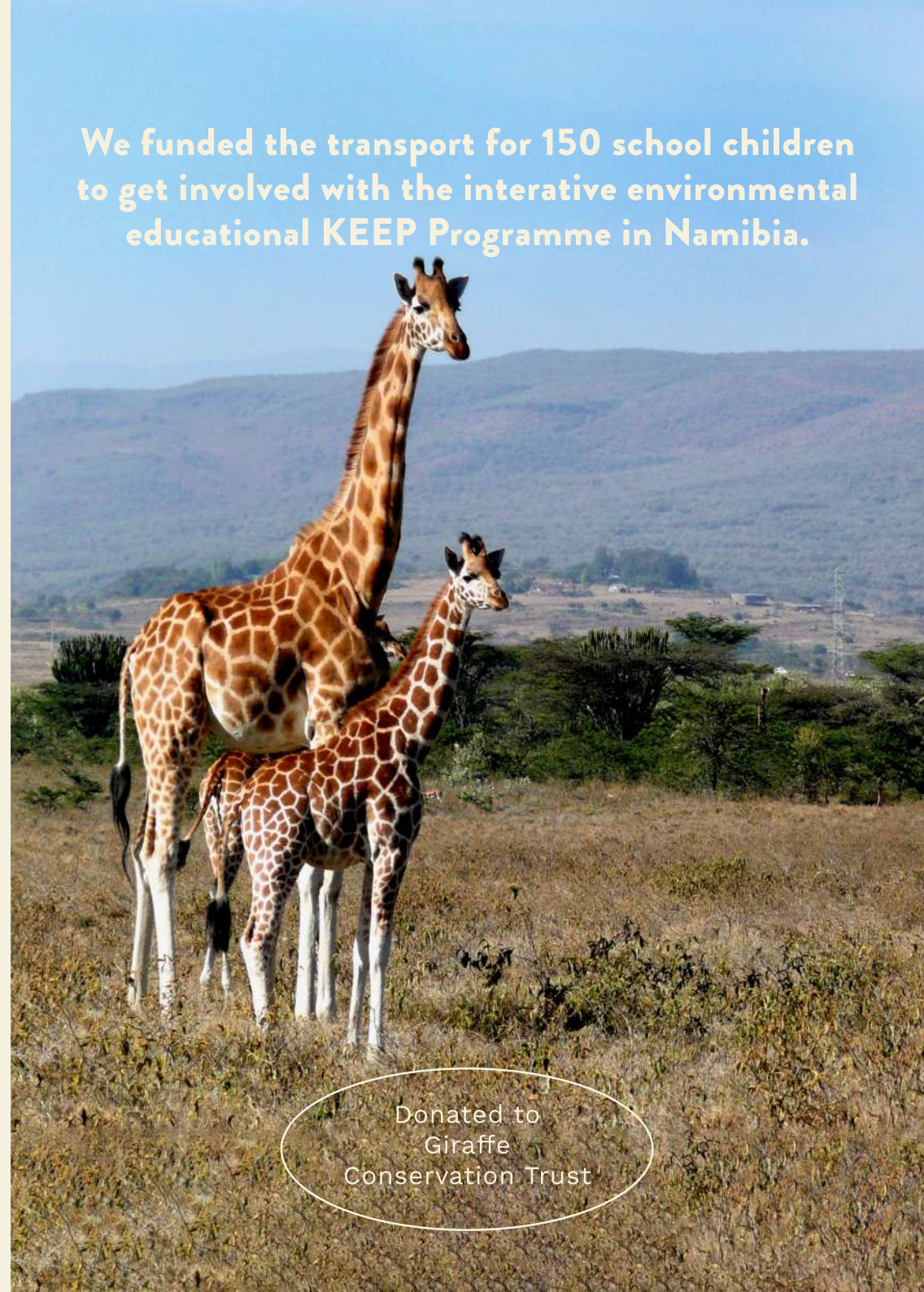
funded the transport for **150 children** for the interactive environmental education KEEP programme with Giraffe Conservation Foundation.



RHINO SOCKS

funded essential food for **36 orphaned** rhinos with Helping Rhinos.

We funded the transport for **150 school children** to get involved with the interactive environmental educational **KEEP Programme** in Namibia.



Donated to
Giraffe
Conservation Trust

Farm



COW SOCKS

funded a **tonne of hay** for cows with The Farm Animal Sanctuary.



RABBIT SOCKS

funded hay, toys, food for rabbits for **7 months** with One Bun at a Time.



PIG SOCKS

funded **3 bags of pig feed** with The Farm Animal Sanctuary.



SHEEP SOCKS

funded **4 bags of sheep feed** with The Farm Animal Sanctuary.



PUG SOCKS

funded **equipment** for a new medical centre in Romania with Paws2Rescue.

We funded a tonne of hay for cows and sheep used to feed and bed the animals.

Donated to
The Farm
Animal Sanctuary

Forest



ORANGUTAN SOCKS

funded the protected of **464 acres** of tropical forest for a year with The Orangutan Foundation.



SUN BEAR SOCKS

funded the food for **3 sun bears** for a week with Borneo Sun Bear Conservation Centre.



PANDA SOCKS

funded the planting of **310 square feet** of bamboo with Pandas International.

We funded the planting of **310 square feet** of bamboo.

Donated to
Pandas
International

Australia



GOULDIAN FINCH SOCKS



PLATYPUS SOCKS



NUMBAT SOCKS



WALLABY SOCKS

funded **effective conservation for threatened wildlife** and wild places in Australia by removing pressures, measuring and reporting on outcomes, and expanding the conservation landscape with the Australian Wildlife Conservancy.

We funded effective conservation for threatened wildlife and wild places in Australia by removing pressures, measuring and reporting on outcomes, and expanding the conservation landscape with the Australian Wildlife Conservancy.

Donated to
Australian Wildlife
Conservancy

Future

Every single year I am blown away by the support we get for our mission. I'm so grateful that our wonderful customers understand the passion we have for saving the world one pair of socks at a time, we could not do it without you, thank you.

I am also incredibly proud of the partnerships we are building with conservation charities around the world. Ultimately it is their work on the ground that is helping the animals most, and one day I hope that Bare Kind can be considered one of the biggest supporters on their books!

We took a big leap into wholesale in 2022, building our retailers up from 20 to 550. That was an incredibly rewarding experience too, seeing retailers proud to stock our products.

Our focus for 2023 is to improve our offering for current retailers and also increase the number of retailers we are working with, so if you know of anyone please let us know!

And finally I've got to thank the Bare Kind team, a wonderful little team that has grown by 100% this year! We are a young and super passionate team. Needless to say, Bare Kind wouldn't be in the position it is today without their incredible hard work, so thank you.

Here's to 2023 and saving more animals one pair of socks at a time!


Lucy Jeffrey
Founder

“I'm so grateful that our wonderful customers understand the passion we have for saving the world one pair of socks at a time, we could not do it without you, thank you.”



A lush green forest with dense foliage and a large tree in the foreground. The background shows a misty, hazy view of a mountain range covered in dense greenery.

Thank you to our charity partners who work tirelessly to ensure our planet thrives with species and plants.

An aerial photograph of a wide, muddy river meandering through a vast, dense tropical rainforest. The river's path is marked by several sharp curves and sandy banks. The forest is a deep, vibrant green, covering the entire landscape. The lighting is bright, suggesting a clear day.

Charity Impact Report

BARE KIND

2022