



# ChooseWell.

Impact Report



100% of profits  
to charity



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# Our Impact so far.....



## Thank you for your *support*

These donations are only possible because of the conscious choice you have made to buy ChooseWell products. Your purchases have helped fund the work of life saving and life changing charities.



### Water

£2,175 donated to Just a Drop, to co-fund the provision of two rainwater harvesting tanks to provide clean water for school children in Kenya

### Trees

£1,322 donated to JUST ONE Tree and the Eden Reforestation Projects, has enabled over 1,250 trees to be planted, in order to tackle the harmful effects of climate change.



### Homeless

£822 donated to Centrepont and OXPAT, to sponsor rooms to take three vulnerable young adults off the streets for a year and give them a safe place to rebuild their lives.



# Thank You<sup>♥</sup>

Thank you to all our customers and business partners for supporting ChooseWell in the past year.

We are a small British business with a big mission to show that business can be a force for good in the world. As well as measuring our financial performance, we hold ourselves accountable to report on the social and environmental impact of the business.

We believe that conscious consumerism has the power to make a massive difference and that the cumulative effects of ethical shopping choices can be a significant force for good in the world.

By making the small change to buying ChooseWell hand washes, you're making a big impact on the world we live in today.

Thank you.

*Stewart Katherine*





- 663 million people in the world live without clean water
- 4 billion people don't have access to safe toilets, that's roughly 40% of the world's population

Source: World Bank



## We help tackle *water poverty*

Right now, we are facing a global water and sanitation crisis. For people in developing countries, clean water can change everything, but right now, safe access to isn't an option for millions of people around the world.

### Change

- The UN's sustainable development goal 6, makes a commitment to ensuring everyone in the world has access to clean water by 2030
- By partnering with UK-based charity, Just a Drop, ChooseWell is helping customers make a difference with every purchase, because clean water changes everything.

### Health

- Clean water helps keep kids in school, especially girls. Less time collecting water means more time in class.
- When a community gets water, women and girls get their lives back. They start businesses, improve their homes, and take charge of their own futures.

### Time

- According to World Vision, women and girls spend 200 million hours walking to collect water for their families.
- Access to clean water gives communities more time to grow food, earn an income, and go to school, all of which help fight poverty.

According to UNICEF, around 289,000 children under five die every year from diarrhoeal diseases caused by poor water and sanitation. Luckily, access to safe water and clean toilets are proven to be a great solution—they provide dignity, health and an improved quality of life.



# St Augustines School Kenya

100,000 Litre Water Tank



We're proud to announce the completion of our 2022 co-sponsored project at St Augustines school in Kenya. Before work began, the school's water supply was from a community borehole, but this was very salty and couldn't be used for drinking. This forced them to pay high prices to water vendors and for a school of this size - there are 660 students - it amounted to a huge financial burden, to the detriment of school development. Now thanks to your support and our charity partner Just a Drop the school has a new a water tank to provide year-round safe water, harvesting water from the school roof and to keep the children safer.



# We support the UN Sustainable Development Goal 6

## *Clean water and sanitation*

### Our Goals

- Provide access to safe drinking water for children in schools
- Provide access to handwashing facilities for more children
- Ensure children and teachers are properly educated on hygiene and sanitation

### Our Impact Targets

- 2022 – We co-funded the provision of a rainwater harvesting tank to support over 200 school children with safe water for drinking, washing and cooking.
- By 2025 - To have fully fund the provision of one rainwater harvesting tank to provide 100,000 litres of safe water.
- Our long term ambition is to provide 1,000,000 litres of safe fresh water for children.



**6** CLEAN WATER AND SANITATION





ChooseWell partner with JUST ONE Tree to deliver our climate impact initiatives. Trees are carbon sinks, absorbing the pollutants we humans put into the atmosphere. They clean the air we breathe, filter the water we drink, prevent soil erosion and flooding, give life to the world's wildlife, house complex ecosystems, supply us with medicine and provide jobs to over 1.6 billion people. They really are the superheroes of the planet and we need them in order to survive.

"Thank you to ChooseWell for supporting our vision to restore our planet through reforestation and for making it easy for everyone to participate in the removal of CO<sub>2</sub> from the atmosphere and reversing biodiversity loss both on land and in our oceans."  
**Amanda Bronkhorst** - Founder JUST ONE Tree

# We help tackle *climate change*

Over 1,250 trees planted so far and counting...

In partnership with Just One Tree and through our donations to the Eden Reforestation Projects we have planted over 1,250 trees so far.

On average a tree absorbs 21kg's of carbon dioxide a year for every year of it's life. Forests and other ecosystems could provide more than one-third of the total CO<sub>2</sub> reductions required to keep global warming below 2°C through to 2030.

## Change

Climate change is a huge and complex issue and, as individuals, we can feel helpless. But there is something we all can do – and that's plant trees. Trees are only part of the solution – and reducing our CO<sub>2</sub> emissions must remain the number one target.

## Trees

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## Good

So far we've planted 500 trees in 2022 and over 1,250 trees since we launched the business. We remain committed to reducing our carbon footprint and treading lightly on the planet as being a Carbon Conscious business is very important to us.

**1,250 Trees Planted**

**Thank you for supporting  
JUST ONE Tree**



# We Support the UN Sustainable Development Goal 13

## *Combat Climate Change*

### Our Goals

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- To remove carbon from the atmosphere
- To provide training, agricultural education and sustainable incomes to the farmers and families who plant the trees

### Our Impact Targets

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- 2022 – To plant 1,500 trees
- 2025 - To have planted 10,000 trees
- Our Long Term ambition is to plant 1,000,000 trees





# We help tackle *homelessness*

Poverty doesn't just happen overseas, it's right here on our doorstep. In the UK there are over 120,000 16-24 year old homeless people that need help, many of them young and vulnerable. But there are also some amazing charities helping to ensure that everyone has the right to a hot meal and a safe nights sleep.

## Change:

Our UK charity partner supports more than 14,000 homeless young people each year by providing accommodation, mental health support and life skills to get vulnerable young people back into education, training and employment.

A room sponsorship helps to provide a young person arriving at Centrepoint with a safe and warm place to stay.

We're proud to sponsor rooms that help a young person off the streets and into a safe place so they can begin to turn their life around

Sponsoring a room at one of the UK's leading charities for youth homelessness, takes a young person off the street and gives them safety, stability, and life-changing support.

No one should be without a home. According the charity Shelter, 280,000 people are living on our streets in 2020 and many of them are young and vulnerable.





# We support the UN Sustainable Development Goal 10

## *Reduce Inequalities*

### Our Goals

- To provide young homeless people in the UK with access to a safe and supportive environment in which they can start to rebuild their lives.

### Our Impact Targets

- 2022- To fully fund the sponsorship of two rooms in a safe environment to help take a vulnerable young person off the streets
- 2025 - To have fully funded the sponsorship of ten rooms in a safe environment to help take a vulnerable young person off the streets
- Our long term ambition - To help 1,000 young people to rebuild their lives

**10** REDUCED  
INEQUALITIES





# We are *Carbon Conscious*

Our aim has always been to tread lightly on the planet and we've done this by measuring our CO2 emissions, striving to reduce them. ChooseWell UK Ltd is proud to announce that we're a Carbon Conscious business.

One of the biggest drivers of climate change is the volume of greenhouse gases – particularly carbon dioxide – emitted into the atmosphere, so as a responsible business it's only right that we have measured our carbon footprint and taken steps to reduce it.



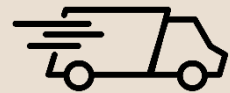
## Reducing our emissions

Some of the ways we've worked to minimise our footprint are as follows:

- 33kw solar panels at our registered office address producing over 6,540 kWh of electricity per year.
- 100% renewable electricity tariff used since 2018. We do not use gas.
- Ultra-efficient air source heat pump used to heat our registered office
- When we have to use a car for business, we use Battery Hybrid Electric Vehicle

## Transport

- We review our third-party service providers to ensure we are choosing suppliers that are also engaged in reducing their impact.
- The delivery industry by its very nature is one which needs to mitigate its carbon footprint. We use DPD where we can to deliver our larger parcels nationwide. They are the UK's premier carbon neutral courier and have just committed to replacing 550 of their vehicles with electric only.
- We also use the Royal Mail who are reported to "offer the lowest emissions per parcel of any major UK delivery company" and have made a commitment to becoming carbon neutral.



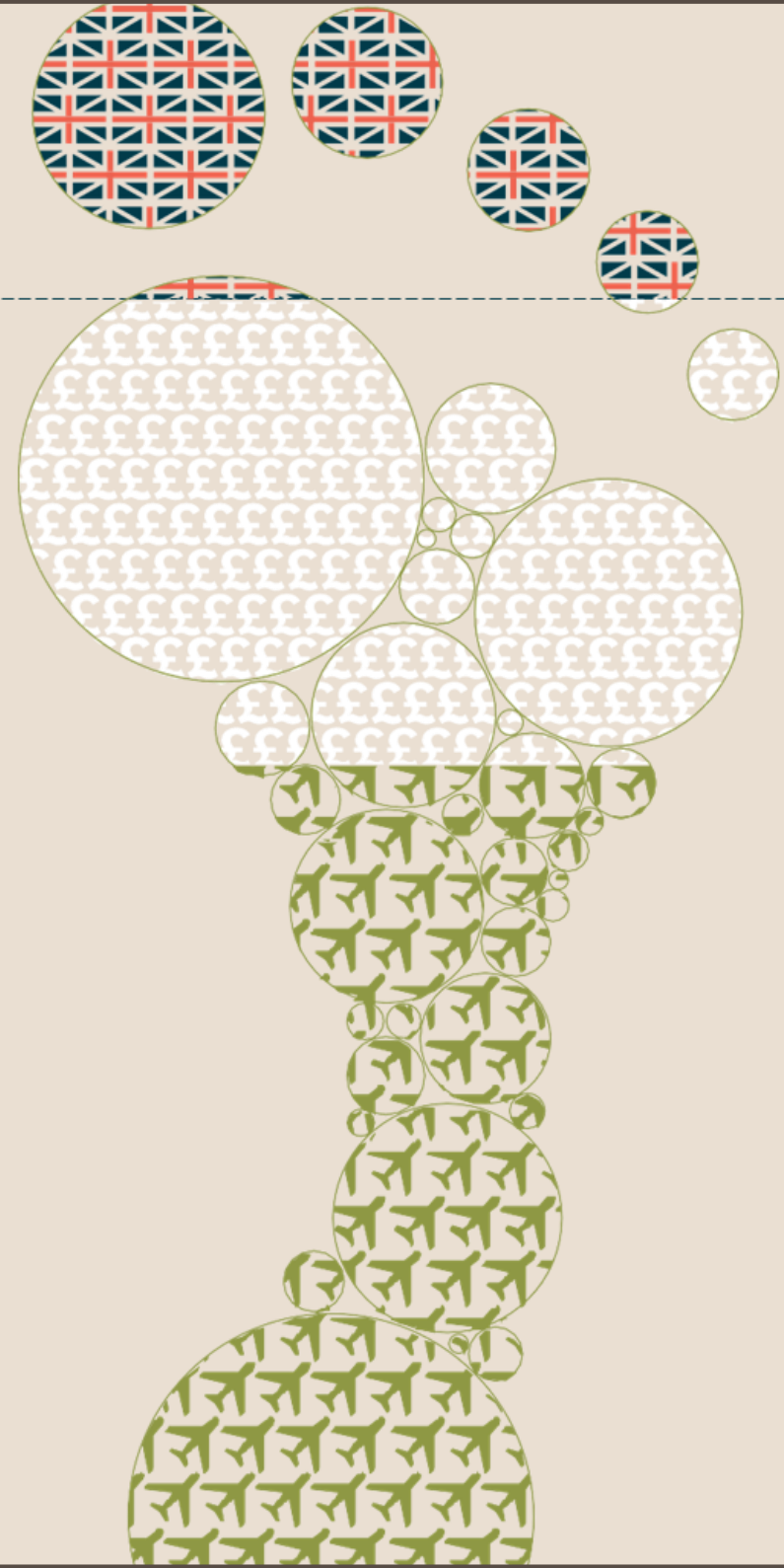
## Balancing the emissions we can't avoid

To balance or 'offset' our remaining emissions, we've invested in carbon offsetting and have planted 500 trees in 2022 with the Just One Tree Foundation



## ChooseWell's total carbon footprint for 2022 was: **3.25 (kgCO2e)**

We measured the carbon footprint our business using the Carbon Trusts defined methodology for self-assessment, which uses the GHG Protocol Guidelines and can report that we used 3.25 (kgCO2e) throughout 2021





**Ordinary Purchase,**  
*extraordinary purpose*

ChooseWell is more than just our brand name, it's our philosophy.

Our products are made with 95% natural ingredients and bottled in 100% recycled and recyclable bottles. We are against animal testing and use our profits to help improve the lives of others through our charity partnerships.



**ChooseWell**

*Feel Good*