



*Fudge
Kitchen*

GIVING A
FUDGE

GIVING REPORT

2021/22

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GIVING A FUDGE

We've always been conscious of our impact, whether it be on the planet, our people, or those who with passion-driven stories to tell; we want our fudge to make people feel as good as it tastes. Before the pandemic we focused our annual fundraising on supporting a single team-chosen charity for the entire year, championing worthy causes that mean the world to us. Throughout 2020 we had the chance to take a step back, look at the amazing charities and causes that stepped up and tackled the big problems and added real value to the world; it inspired us to rethink our own responsibility. Partnering with giving platform **BIG 1** and **Work For Good**, we have been able to provide an exceptional positive impact not only on our environment, but to local and community initiatives too.





PLANET

We only have one planet, and it's the only one where we know fudge exists, so it's definitely worth saving! From planting trees, to providing vital sustainable farming education to the next generation of farmers and stewards of reforestation projects.



SOCIAL

We are part of a large community, and appreciate our part in making life sweeter where possible. From supporting city-wide projects to helping to tackle social injustice and ensure equality and support for all; we're committed to playing our part.



LOCAL

Charity starts at home, or so they say, and it's our local community causes that have the biggest impact on the wellbeing and livelihood of our friends and neighbours. We're proud to support local causes that provide invaluable services to our community.

Proudly Supporting



Through our partnership with B1G1 we support a number of causes and initiatives that aim to tackle both social and environmental issues close to our hearts.

GIVING A FUDGE

In 2007, B1G1 started with a simple idea: “What if every business could make a difference in their own way, just by doing what they normally do?”

With more than a decade of work, this simple idea has now become a global movement.



MAKING VISIBLE IMPACTS

B1G1’s Giving Stories help us to understand the individual impacts of every penny of our giving, demonstrating through comprehensive case studies and regular updates just how much good our fundraising is helping to support.



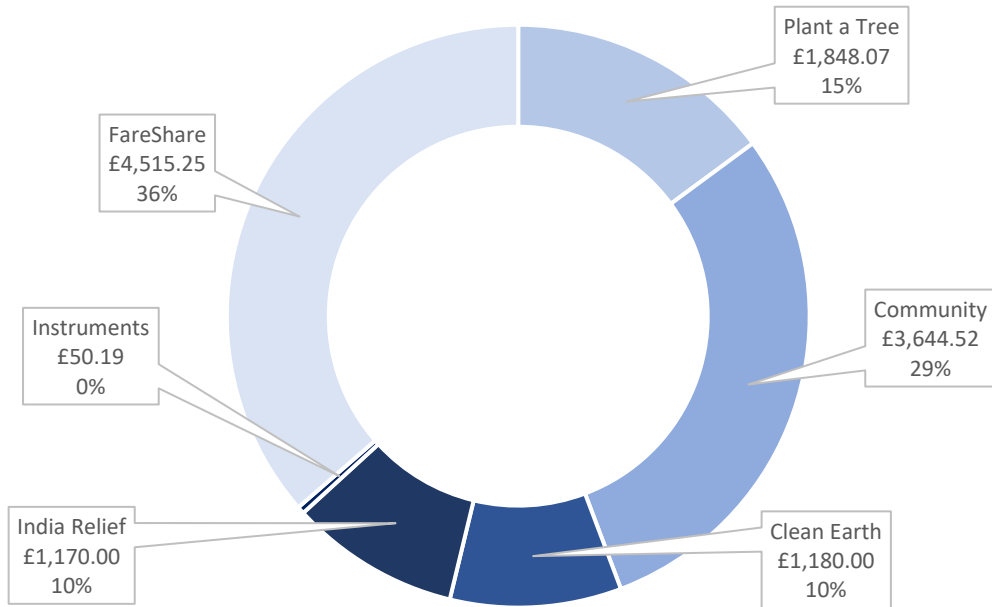
ENGAGING COMMUNITIES

Measuring giving by impacts has given us the tools to encourage team and customer engagement in charitable fundraising in ways we’ve never been able to before. We’re able to contextualise the good that we and our customers do, and see real value in it.

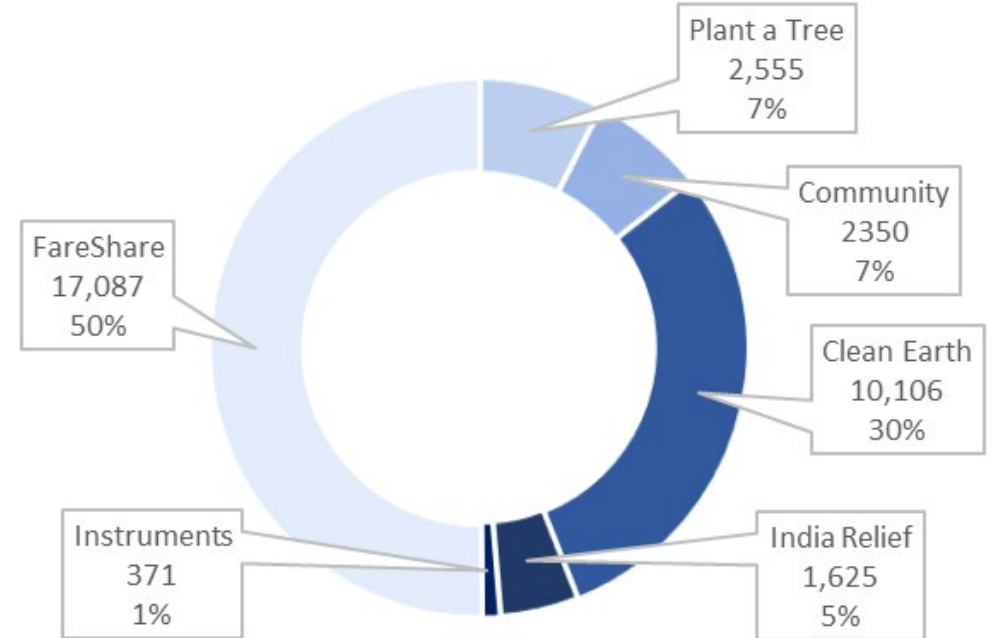
£15,009 Raised 35,217 Impacts

Throughout 2021/22 we've provided over £15,000 in donations, creating 35,217 impacts for our chosen causes. Up on £2,169 raised for our single charity in 2020.

DONATION VALUE BY CAUSE



CAUSES BY IMPACT



Planet

PROTECTING OUR HOME

We only have one planet, and it's the only one where we know fudge exists, so it's definitely worth saving!





Plant a Tree in the world.



Trees clean the air we breathe and serve as an important carbon sink for our emissions. A fully grown tree can absorb up to 21 kg of carbon dioxide per year. Our support through this project plants tree saplings throughout the world which will eventually become fully-grown at a success rate of up to 85%, and in some cases also provide income for the local community.

Through 2021/22 we raised funds for this amazing global project through fundraisers, and customer donations in-store, and online. Our customers and teams appreciated the transparency and due diligence of projects such as this that provided real, tangible context to their donations, and helps to provide insight into the small things we can all do as individuals to make the world a better place.

Fundraising Results

The results of our fundraisers provided the financial support to plant 2,555 trees throughout the world in 2021/22.

We're committed to follow up on all the projects we support through fundraising, ensuring the commitments we make to our customers in asking for their support, are bought to fruition.

£1,848.07 Raised

2,555 Impacts



Case Study: Daintree Rainforest

In March of 2022 The former Cow Bay Airstrip was acquired by 'Rainforest Rescue' to continue their work re-wilding parts of Australia previously cleared for human use.

This 126-hectare site is the perfect location for a native nursery which will sit on a formerly cleared section of land – leaving 16 hectares to be restored through their Plant a Rainforest work once the nursery is up to production.

“The increase in rainforest seedling production is key to being able to demonstrate that we can restore large properties at scale. If we are going to have a meaningful impact towards reversing past mistakes we are going to have to ramp up our output. The nursery is also critical in furthering our partnership with local Traditional Owners as well as our other conservation partners. It will be the core of those partnerships.”





Clean Earth Projects.



We have just one Earth, and the global warming that's been changing our climate is having severe consequences. Most sources give us until 2030 before irreversible damage is done. There is still time to make a difference, and through our support for these amazing projects, we will make impacts throughout the world, in-line with the UN's sustainable development goals.

This collection of projects includes:

- Provide Clean Water in The World
- Light Up Lives with Solar Power in Vietnam
 - Plant a Tree in the World
- Educate Children on Healthy Environmental Practices in Indonesia
- Feed a Rescued Animal in Australia

Fundraising Results

The results of our fundraisers provided the financial support for a range of clean earth projects around the world. 10,106 measurable impacts were provided for, with the help of our customers.

From providing access to clean water, and solar power to disadvantaged communities, our support also goes to provide access to sustainable farming education.

£1,180.00

Raised

10,106

Impacts



Case Study: Mango Tree Orphan Support Trust

This initiative ensures that the impact of global warming and climate change is mitigated. TMT identified bare lands and transformed them into forests by planting forest and fruit trees. TMT works with communities to plant trees in community lands, schools, public institutions, and areas impacted by sand mining or where communities have cut trees due to charcoal burning.

5000 forest tree seedlings were distributed and planted with the help of school students in three primary schools and one chief camp during the reporting period. TMT continues to monitor the progress of such interventions, with the majority of forest trees establishing well.





Social

SPREADING THE FUDGE LOVE

From supporting city-wide projects to helping to tackle social injustice and ensure equality and support for all; we're committed to playing our part.



Care in the Com- munity.



A 2020 survey revealed that over two thirds of older members of our communities have felt more isolated since their clubs closed as a result of the pandemic. Brendoncare Clubs digital sessions have been a welcome alternative and lifeline to their physical clubs, helping maintain existing friendships, routine and normality for club members during lockdown.

Half a million older people in the UK go at least 5 or 6 days a week without seeing or speaking to anyone. Brendoncare Clubs works to tackle the severe issues of loneliness and isolation that older people are experiencing across the south of England through a volunteer-led community support service. This project offers a vital lifeline to older people who are clinically vulnerable, hard to reach and living alone through telephone and written contact, virtual clubs, food parcels, digital support and technology training.

Fundraising Results

The results of our fundraisers provided a whopping 2,350 weeks of community care for an older person living in isolation in the UK. The response to this fundraiser throughout the year was incredible, and went so far in providing calls, days out, technology training, and much more, for the most vulnerable and isolated people, especially in the wake of the pandemic.

£3,644.52 Raised

2,350 Impacts



Case Study: Brendoncare Clubs

“Here at Brendoncare Clubs, it’s been wonderful to see our clubs gradually re-opening and our members back doing the things they love, whether it’s some relaxing Tai Chi or a bit of Kurling. As well as our in-person clubs, our telephone support service continues to be busy as we stay in touch with those members who may be unable to get to a club or just want a friendly chat each week. We couldn’t run our services without our amazing volunteers who have been on hand to support with the reopening of our clubs and offer digital training to help older people in the community get online.

We are delighted to be offering days out to our club members.

The first of these days out took place at the end of October, where we took a trip to the Fareham sea front and enjoyed some fish and chips. Despite the very windy weather, it was a great day out and great to be back out and about!”





Covid-19 Relief in India.



Trees clean the air we breathe and serve as an important carbon sink for our emissions. A fully grown tree can absorb up to 21 kg of carbon dioxide per year. Our support through this project plants tree saplings throughout the world which will eventually become fully-grown at a success rate of up to 85%, and in some cases also provide income for the local community.

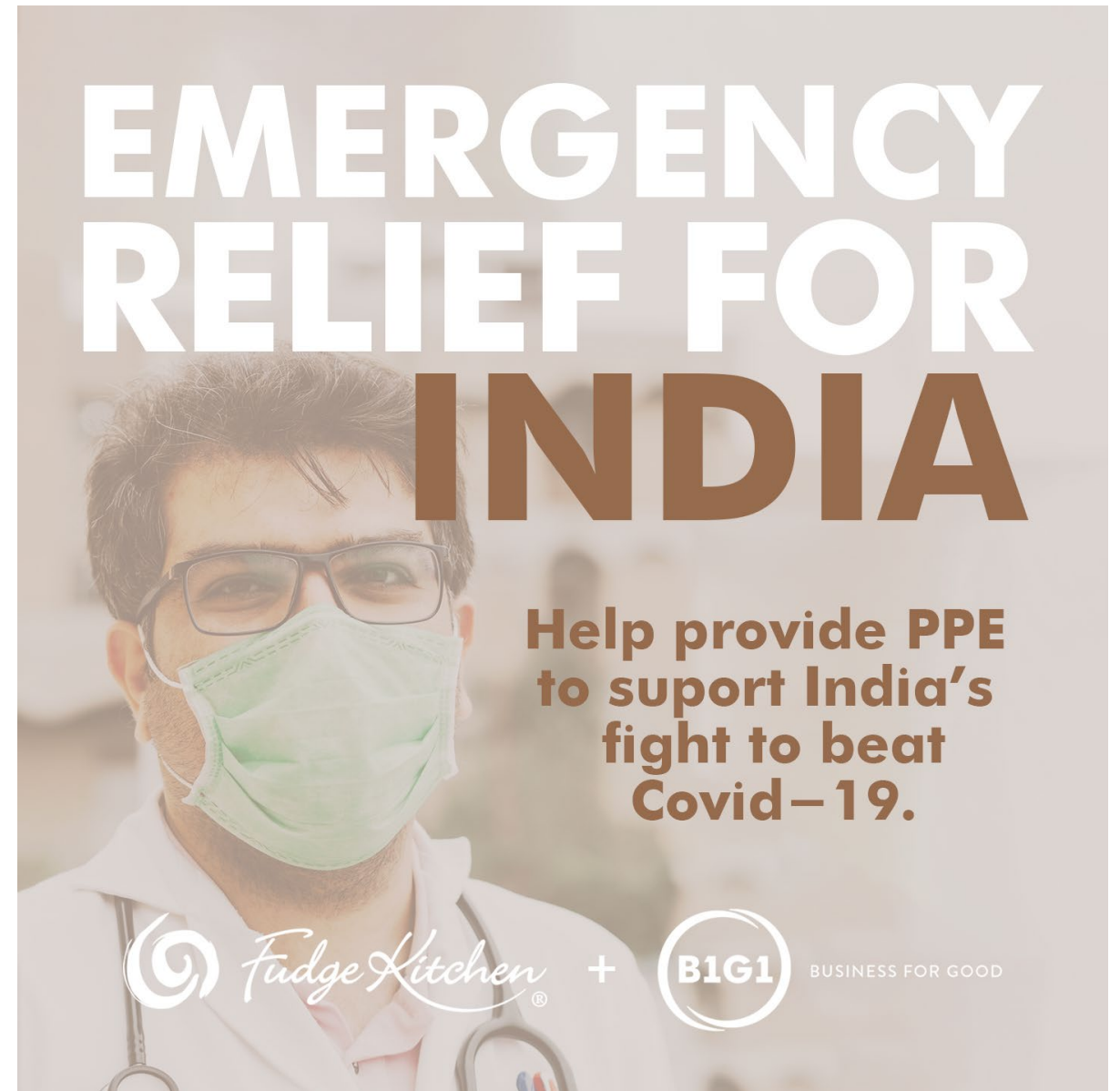
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Fundraising Results

Throughout May of 2021 we rallied our teams to support the Covid-19 relief efforts in India, following the humanitarian crisis that presented itself. Without access to PPE or urgent medical supplies, B1G1 mobilised, listening to requests from its members to provide the vehicle for emergency fundraising. We provided \$1,625 (USD) for the international fundraiser.

£1,170.00 Raised

1,625 Impacts



Case Study: Emergency Relief

The charity, **Opportunity International** provided emergency relief in the following ways: Managing campaigns to prevent infection and tackle misinformation through SMS, WhatsApp, posters, voice messages and in-person meetings where possible. They distributed food ration kits and medicine for those with mild symptoms or exposure to COVID-19, whilst providing remote care through telemedicine (via helpline and mobile app) to manage COVID-19 cases and mental health.

For those struggling with the symptoms of COVID-19, the organisation set up basic care beds equipped with oxygen in partner offices, whilst also establishing a temporary critical-care ambulance service.

To support the community further, the charity also provided crucial small business loans to help families restart businesses, restore livelihoods and rebuild beyond COVID-19, all the while collaborating with local governments to organise and facilitate vaccination camps to expedite mass vaccinations.





Local

SWEETENING OUR COMMUNITY

From supporting city-wide projects to helping to tackle social injustice and ensure equality and support for all; we're committed to playing our part.



Fighting Food Inequality.



FareShare is the UK's national network of charitable food redistributors, made up of 18 independent organisations. Together, they take good quality surplus food from right across the food industry and get it to more than 10,500 frontline charities and community groups.

The food FareShare redistribute is nutritious and good to eat. It reaches charities across the UK, including school breakfast clubs, older people's lunch clubs, homeless shelters, and community cafes. Every week they provide enough food to create almost a million meals for vulnerable people.

With the rising cost of living, and the environmental impact of increasing food-waste, this cause is one we are passionate about supporting.

Fundraising Results

Through our Christmas 2021 fundraiser we raised £1,401 for Fareshare, giving a meal for every box sold in-store. We fundraised throughout the year, through a combination of customer donations and a pledge to donate the value of a meal for every order placed over £10. For the year, the total raised through our online activities was a whopping £3,114.25. For 2021/22 we provided 8,718 meals for this amazing cause.

£4,515.25

Raised

17,087

Impacts



Case Study: FareShare

“Our income grew from £16m to £72m and this year included £30m specifically for the purchase of food. Our core mission is to divert surplus for social good, and we increased the surplus food by 59% year on year.

As a response to the pandemic we supplemented the surplus food this year with purchased and donated food.

Food equivalent to 132 million meals were provided throughout the year by the FareShare network.

This extraordinary volume of food equates to 4 meals per second, for every second of the year, day and night, for 365 days. The weekly average number of meals has risen from a pre-pandemic 950,000 each week to 2.54 million meals provided each week to the charities and community groups that the FareShare network serves.” – [FareShare 2021 Report](#)





17,820 IMPACTS

Ensure healthy lives and promote well-being for all at all ages.



185 IMPACTS

Ensure inclusive and equitable quality education.



8,639 IMPACTS

Ensure availability and sustainable management of water and sanitation for all.



489 IMPACTS

Ensure access to affordable, reliable, sustainable and modern energy for all.



185 IMPACTS

Reduce inequality within and among countries.



2,875 IMPACTS

Take urgent action to combat climate change and its impacts.



597 IMPACTS

Protect, restore and promote sustainable use of terrestrial ecosystems.




108 IMPACTS

Conserve and sustainably use the oceans, seas and marine resources for sustainable development.



810 IMPACTS

Strengthen the means of implementation and revitalise the global partnership for sustainable development.



SUSTAINABLE DEVELOPMENT GOALS

Throughout 2021 we have provided support through B1G1 to a number of different causes that each contributed **31,712** impacts toward the UN's Sustainable Development Goals.

Looking to The Future

We've come a long way in understanding the causes and initiatives that our customers and team members are passionate about. On our mission to be transparent about the impact our giving has, we've learned a lot about the sheer amount of work that goes into facilitating the good in the world. We're dedicated to continuing to provide real, measurable impacts to improve the environment, local communities, and beyond.

Our passion for leaving a positive impact comes from our customers, our people, and a drive to genuinely make the best fudge in the world.

Please feel free to share your thoughts or feedback with us. You can reach us via info@fudgekitchen.co.uk or follow and engage with us on social media:





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