



*Fudge
Kitchen*

GIVING A
FUDGE

GIVING REPORT
2022/23

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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. Since 2021 we changed our approach to charitable giving, partnering with giving platform BIG1 and WorkForGood, we have been able to provide an exceptional positive impact not only on our environment, but to local and community initiatives too. In 2021 we raised a record £15,000 for causes around the world. In 2022 we raised the same incredible figure, and through creating limited edition flavours in-store for donations, managed to fundraise more rapidly and with greater effect for some of the most important causes that we faced this year, from the invasion of Ukraine to responding to the catastrophic flooding in Pakistan.





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.

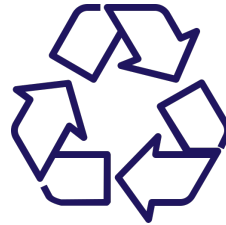
Proudly Supporting



MAKING LIFE SWEETER

Named a Charity Champion this year, we use Work for Good to assist us in fundraising for our community causes, namely FareShare. As the UK's largest food network, FareShare helps to fight food inequality and waste through national redistribution groups. 1 in 5 people in the UK are struggling to get enough to eat, according to the [Food Foundation](#).

In 2021 and 2022 we partnered with Work for Good – they help to break down the legal barriers that hold back businesses from supporting causes they care about.



TACKLING FOOD WASTE

Over 3 million tonnes of the food that goes to waste each year is still edible. That's enough for 7 billion meals. FareShare takes surplus food and redistributes it to those in need, helping to cut carbon emissions and landfill contributions, drastically.



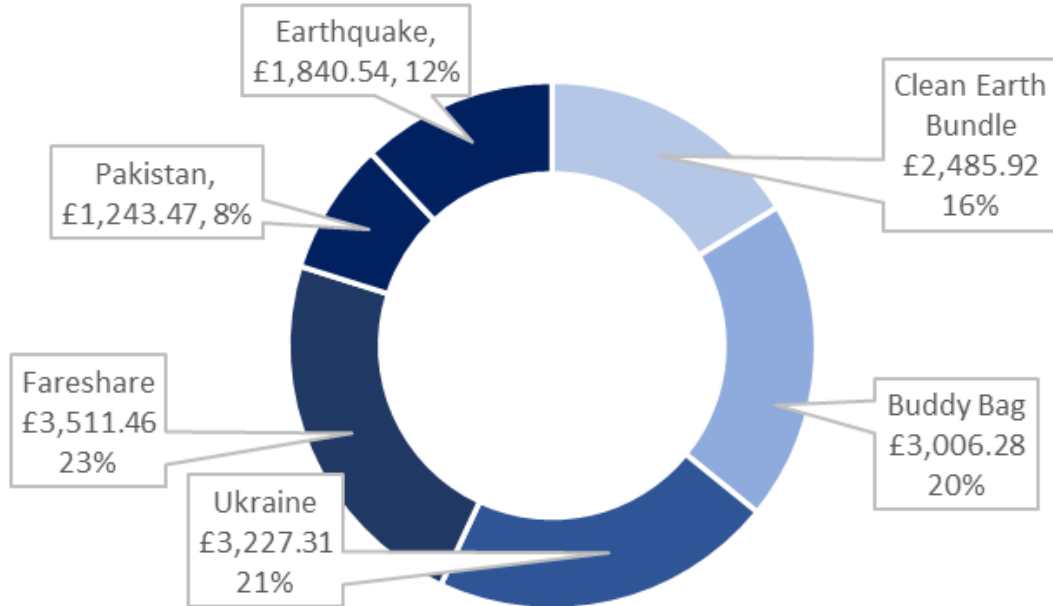
FIGHTING FOOD INEQUALITY

FareShare's food 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.

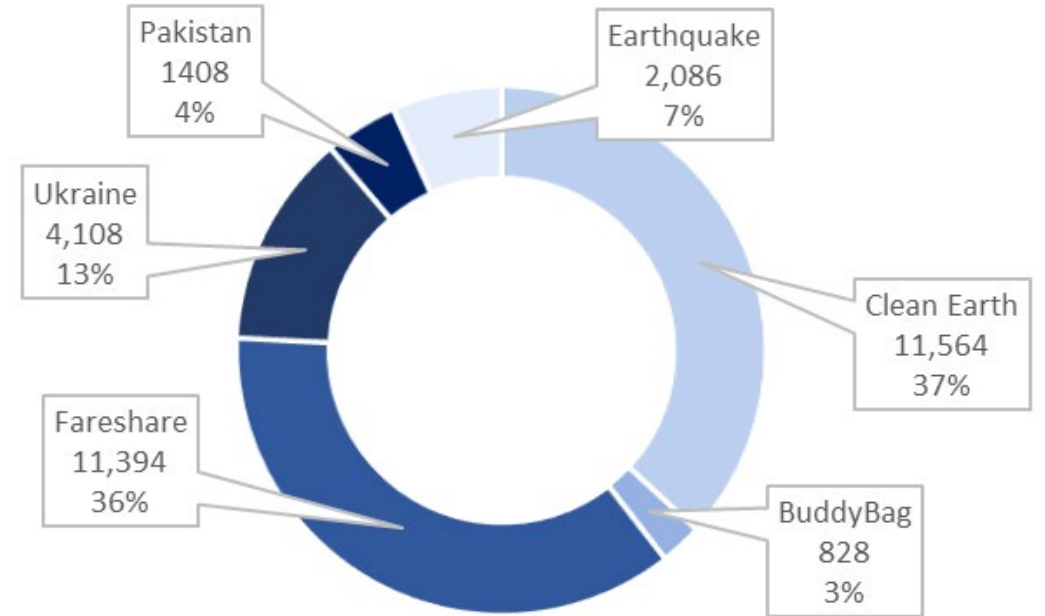
£15,615 Raised 35,259 Impacts

Throughout 2022/23 we've provided over £15,000 in donations, creating over 35,000 impacts for our chosen causes.

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!





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. Nearly 9,000 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.

£2,495.92 Raised

11,705 Impacts

PROTECTING OUR ENVIRONMENT AND
LEAVING A LASTING & POSITIVE IMPACT WITH
BIG1 CLEAN EARTH PROJECTS

Expensive Taste, Without Costing the Earth



Case Study: Plant a Tree in the World

In 2020, BIG1s “Plant a Tree in the World” project decided to focus on the propagation of trees to help with rainforest rehabilitation, habitat restoration, and to help mitigate Climate Change. To do this they realised they needed to drastically increase their tree propagation capacity from 12,000 trees per annum at the current nursery.

After much planning, in April they received confirmation from the council that their Development Application had been unanimously approved. Now, after a successful appeal they have the funds to purchase the equipment and consumables to scale up the new nursery for the coming year. In 2022 the project plans to plant over 75,000 new trees to facilitate rainforest restoration.



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.





Buddy Bag Founda- tion.



Imagine having to leave everything you own and everyone you know. Children fleeing violent situations often have to leave home quickly, without the chance to collect basic items.

They arrive in emergency accommodation with just the clothes they are wearing. 1 out of 4 women and 1 out of 6 men are victims of domestic abuse. Frequently children are involved.

A Buddy Bag can restore a sense of comfort and love. It is a backpack for children containing toiletries and underwear but also comfort items such as a teddy bear. It is something they can call their own, no matter where they go. Women's refuges all over Great Britain receive Buddy Bags, they are tailored to suit different age groups and genders.

Fundraising Results

The results of our fundraisers provided a 425 Buddy Bags for children living in emergency care throughout the UK. These bags are a lifeline for children who have often had to flee the only home they've ever known, leaving critical belongings behind.

Through a series of donation-batches of fudge in-store we were able to help provide these amazing resources.

£3,069.28 Raised

891 Impacts



Case Study: Buddy Bag Foundation

*"We couldn't be more thankful to our incredible volunteers. Your continued support, hard work and care has meant that we have been able to provide **45,588 buddy bags** to children in emergency care.*

*The Buddy Bag Foundation has had support from a whopping **4000 volunteers!** We would like to say **THANK YOU** for all your support by helping us make a difference to children in emergency care. Your dedication to the foundation is the reason you were awarded the Queens Award for Voluntary Service in June."*





Conflict Relief in Ukraine.



The conflict in Ukraine has killed hundreds, injured untold numbers, and may displace up to 5 million. Direct Relief is working directly with Ukraine's Ministry of Health and regional partners to provide requested medical aid, from oxygen concentrators to critical care medicines, while preparing for longer-term medical aid.

Direct Relief equips health professionals in resource-poor communities to meet challenges of diagnosing and caring for people in need, and prepare the most vulnerable for more frequent, more destructive emergencies. When disasters strike, Direct Relief responds effectively and efficiently to get medical resources where they need to be. Since 2021 Fudge Kitchen have supported Direct Relief's work combatting humanitarian crisis around the world.

Fundraising Results

In 2022 we ran two fundraisers in-store to support the Ukrainian war effort. Our team created a new Lemon Meringue fudge, coloured to represent the Ukrainian flag. The flavour was a huge success and helped us to raise over £3,000 which went to provide emergency provisions for civilians impacted by the invasion.

£3,227.31 Raised

4,108 Impacts



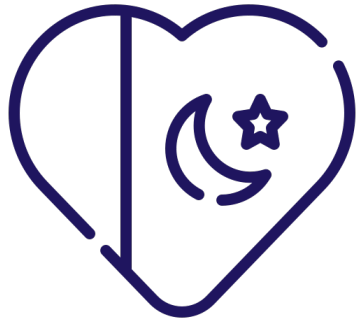
Case Study: Ukrainian Conflict

Direct Relief continues to deploy urgently needed medical aid directly to Ukraine's Ministry of Health, with which it has a standing agreement, and to other on-the-ground organizations in Ukraine and throughout the region.

Since the war broke out, Direct Relief has delivered over 1,030 tons of medical assistance, including trauma kits, cancer drugs, insulin, antidotes used in chemical attacks, and other critical medical products, to the Ukrainian Ministry of Health and other healthcare providers.

The organisation remains engaged and committed to the communities it supports long after the initial emergency subsides through the processes of recovery and rebuilding. Amidst the war, Direct Relief has expanded its connections with pharmaceutical companies throughout Europe and Ukrainian hospitals to be better positioned to provide sustained long-term support.





Flood Relief in Pakistan.



Nearly half a million people were displaced by the record-breaking floods. One million houses were damaged or destroyed and over 2 million acres of crops have been wiped out, leaving the survivors without shelter or food. International Relief Teams played their part in helping as many people in Pakistan as possible through urgently needed food, nutrition, multi-purpose cash, safe water, improved sanitation and hygiene, and shelter assistance.

International Relief Teams is a disaster relief organization approved by the BIG1 Giving Board to administer funds collected for disaster relief projects listed on BIG1.

Fundraising Results

Following the torrential flooding in Pakistan in 2022 we worked with BIG1 to set up an urgent appeal for support. Through a dedicated fundraiser in-store we raised over £1,200 to help support the flood victims over a weekend. BIG1 works with International Relief Teams, an organisation which responds to humanitarian crisis quickly and has a broad network set up to provide the right support as soon as possible.

£1,243.47 Raised

1,408 Impacts





Earth- quake Relief



A 7.8-magnitude earthquake caused widespread damage across Turkey and northern Syria. More than 21,000 deaths have been confirmed, and numbers expected to rise in the coming days with the earthquake impacting highly populated areas and occurring in the middle of the night.

Contributions made through Fudge Kitchen customer donations went to charitable foundation Direct Relief to provide support for urgent search and rescue efforts and medical support to as many families in Turkey as possible. The organisation committed over \$100,000 to support search and rescue operations in Turkey and the same to the Syrian American Medical Society to provide health facilities in north-western Syria.

Fundraising Results

Following the devastating earthquake in Turkey and Syria, we responded across all six of our UK shops with a special donation batch of fudge, used to raise donations to support relief efforts. Over the course of two weeks, our customers donated more generously than ever, helping us to smash past milestones and commit nearly £2,000 in much needed support.

£1,838.21

Raised

2,277

Impacts



Case Study: Earthquake Relief

More than 44,000 people have been confirmed killed, with numbers expected to rise in the coming days, with the earthquake occurring in the middle of the night and impacting highly populated areas. The region is also experiencing below-freezing temperatures, which create health risks for people who have been displaced due to collapsed and unsafe buildings.

To help meet the urgent needs on the ground, Direct Relief is deploying medical supplies from its facilities in the U.S. and Europe for Turkey and Syria. Over the next several weeks, the priority is to bolster the availability of medical items needed to treat a range of traumatic injuries caused by falling debris, crush injuries, fractures, lacerations and search and rescue activities. A continued flow of primary care items to help keep people with chronic health conditions will also be necessary, especially while local resources are reallocated for emergency response.



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 In- equality.



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

We put giving at the heart of everything we do as a business, and never is that as true as it is with our fundraising for FareShare.

Throughout 2021 and 2022 we donated a meal for every order placed over £10 online and plan for 2023 to extend this to include our wholesale operations. We have been named 2022 Fundraising Champions by Work for Good, with whom we work closely.

£3,725.21

Raised

14,901

Impacts



Case Study: FareShare

The charity's annual statistics, show that between April 2021 and March 2022, it redistributed the equivalent of nearly 2.5 million meals every week to people at risk of hunger. That's four meals every second across the UK.

FareShare recently opened its 31st regional warehouse, due to increased demand. They have capacity to take much more food and are ready to expand operations further.

More than 2 million tonnes of edible food is wasted on farms and in factories every year. The UK government has removed all funding for food redistribution, making it often cheaper for farmers to waste good-to-eat food than get it to onto people's plates. FareShare is calling on the government to act now and avoid the deepening issue of food inequality.





23,625
IMPACTS

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



515
IMPACTS

Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation.



316
IMPACTS

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



185
IMPACTS

Ensure inclusive and equitable quality education.



185
IMPACTS

Reduce inequality within and among countries.



1,738
IMPACTS

Protect, restore and promote sustainable use of terrestrial ecosystems.



25,902
IMPACTS

Ensure availability and sustainable management of water and sanitation.



984
IMPACTS

Make cities and human settlements inclusive, safe, resilient and sustainable.



810
IMPACTS

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



785
IMPACTS

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



3,632
IMPACTS

Take urgent action to combat climate change and its impacts.



**SUSTAINABLE
DEVELOPMENT
GOALS**

Since beginning our partnership with BIG1 in 2021, we've donated to a number of different causes that have contributed **58,677** impacts towards the UN's Sustainable Development Goals.

Giving A Fudge

TEAM VOLUNTEERING

This year we introduced paid volunteering days for every team member across the business; allowing them the freedom to actively support good causes that mean a lot to them. Team members from both our shops and office have rolled up their sleeves and got stuck in already.

In 2023 we're committed to getting more of the fudge family out and about volunteering, and building long-term relationships with causes in our communities. At a time when supporting local has never been more important, we're immensely proud that our team members are going the extra mile.



ST. JOHN AMBULANCE

Linsey from our HQ team enrolled with the St. John Emergency Ambulance Crew – responding to casualty calls at events and supporting NHS 999 calls.



FARMING & SOCIALCARE

Tia from our shop in Bath spent time with a local organic farm that specialises in providing learning opportunities for people with special needs, through social and occupational practices.



Looking to The Future

Since the pandemic we've been passionate about supporting fundraising and have made a commitment to continuing our giving projects for a number of years to come. From introducing internal volunteering days, to ongoing fundraising events and products, all the little things add up to big impacts. In 2023 we plan to bring charity home, supporting UK rewilding projects and community initiatives impacted by the cost of living crisis, Covid-19, and the conflict in Ukraine.

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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