



CHOOSE LOVE IMPACT OVERVIEW

2015-2022

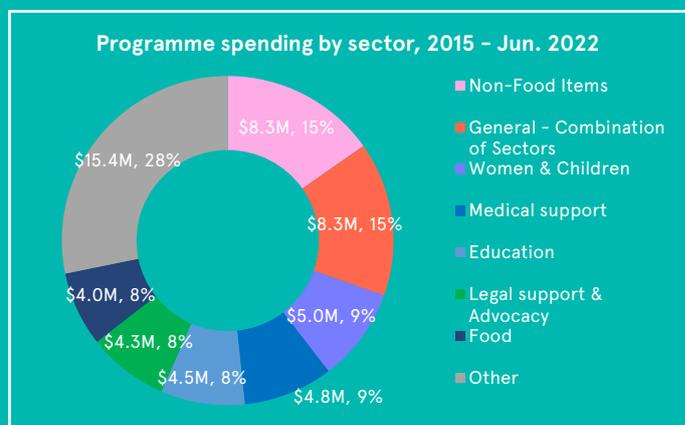
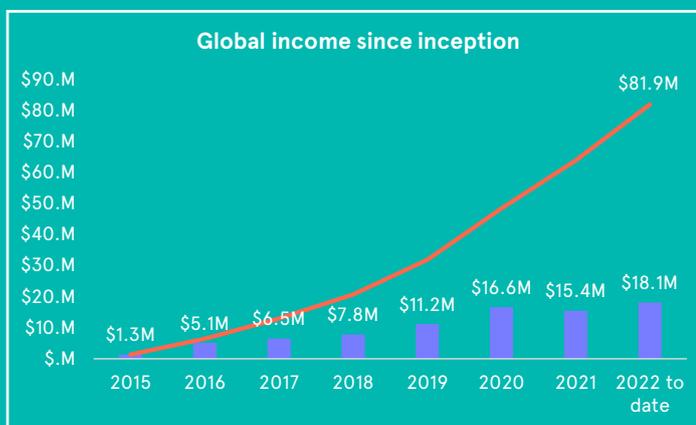
Fundraising

Total income to date: **\$81,880,050**

Programme spending

Programme spending to date: **\$69,917,202**

From 2015 to 2021, **94.3%** of income was spent on programmes. The discrepancy between total income and spending displayed above comes from 2022 grant allocations not yet reflected in accounts.



Grant-making

Organisations granted to: **393** (Inc. funds committed to 13 orgs.)

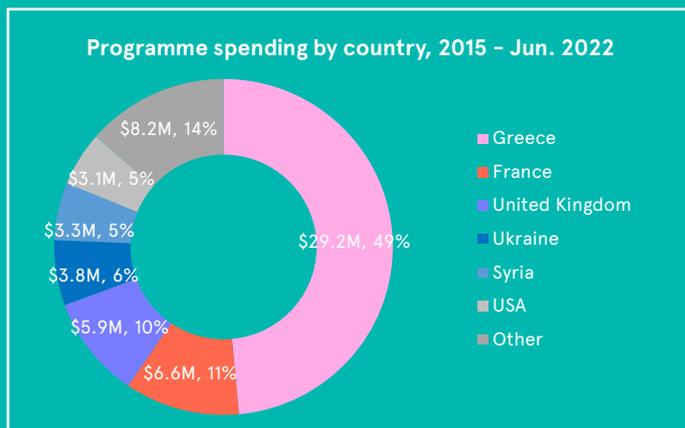
Active partners (Jun. 22): **180**

Countries of operation: **33 countries**

Currently active in: **26 countries**

Grants disbursed: **300 / year**

(Average number of grants disbursed per year, 2015-21. Partners typically receive multiple grants in a year)



Programme impacts

Estimated number of people supported to date: **3,860,000**



Hot meals served:

5.02M



Clothing items distributed:

659k



Shelter items distributed:

594k



Tonnes of firewood distributed:

560



Nappies distributed:

2.94M



Medical consultations funded:

197k



Legal cases supported:

132k



Lives rescued at sea:

20,312

*Sample of programme results between Aug. 2015 and Dec. 2021. Due to gaps in historical reporting, and the fact that a significant part of our grant-making goes on 'core-cost' funding (i.e. supporting partner organisations' rental fees, transport costs, and staff salaries), these results likely underestimate the scope of our work. This is particularly true in regard to several major aid warehouses that we fund. These grantees coordinate vast volumes of aid through their warehouses each month, which is then distributed by other NGOs, and so they do not typically monitor and report the end-recipients of this aid as service users. Our approach in all cases is to have open, honest conversations with partners around their impacts and Choose Love's contribution to those, and to follow their lead when we present their work to our donors and the public.

Shop & Digital

(Inc. merchandise; \$ equivalents calculated using 6-year avg. exchange rate)

Choose Love shop sales:

\$11.16M raised

396k items sold

Customers using the shop:

157,261

Followers and subscribers:

753,100

Volunteers engaged in our work:

40,000

(Total across all platforms; some individuals follow us on multiple platforms)

Top selling shop items by \$, last 3 festive periods



Followers and subscribers by platform, Jun. 2022



LARGE-SCALE IN-KIND DONATIONS: As well as funding organisation's core and operational costs through our grant-making, Choose Love also plays an important role in facilitating large-scale distributions of in-kind humanitarian assistance. We do this by connecting private individuals, companies, and institutional donors with our grantees. By making these links across our network, and covering gaps in transportation costs, we support the distribution of thousands of items of aid, including food, non-food, shelter, hygiene, and medical items every year. For example, in 2021, we connected Comic Relief and several private companies with our grantees – leading to more than 1.4 million face masks, 80,000 t-shirts, and other items being distributed to people across France, Greece, and Lebanon.