

# CHOOSE LOVE

## GLOBAL ANNUAL ACCOUNTS 2022

Choose Love is a restricted fund under the auspices of Prism the Gift Fund, charity No. 1099682 (UK).  
Choose Love Inc. is registered as a 501(c)(3), charitable non-profit organisation (US).



## JANUARY – DECEMBER 2022

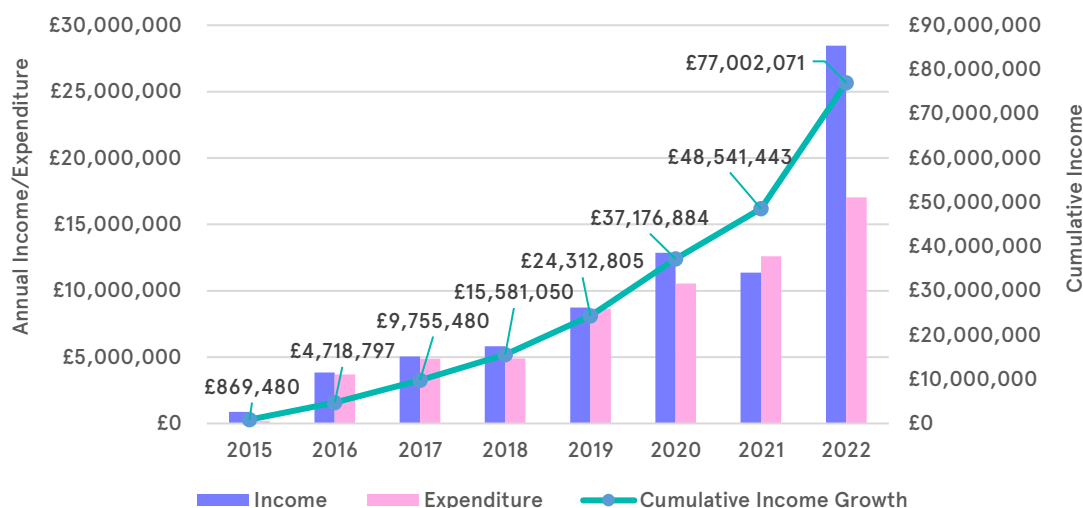
The figures in this report reflect the financial transactions of the UK branch of Choose Love, a restricted fund under the auspices of Prism the Gift Fund, registered charity number 1099682 and of the US branch, registered as a 501(c)(3) charitable non-profit organisation. The calculations are based on the average monthly exchange rates for 2021 and 2022 (source: [www.oanda.com](http://www.oanda.com)).

OPENING BALANCE as on 1st Jan 2022	CLOSING BALANCE as on 31st Dec 2022
<b>£2,793,848</b>	<b>£15,094,029</b>

	2022	2021	% change
<b>Global Income</b>	<b>£28,460,628</b>	<b>£11,364,559</b>	<b>+150%</b>
<b>Global Expenditure</b>	<b>£17,040,066</b>	<b>£12,583,017</b>	<b>+35%</b>

<b>Expenditure/income ratio</b>	<b>60%</b>	<b>111%</b>	<b>-51%</b>
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### GLOBAL INCOME AND EXPENDITURE SINCE INCEPTION



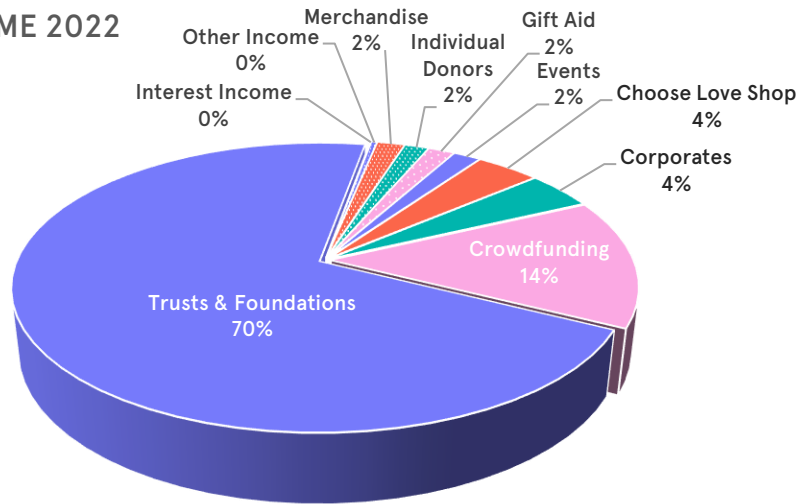


## GLOBAL INCOME 2022

Income Category/Year	2022	2021	% Change
Choose Love Shop	£1,134,910	£1,961,316	-42%
Corporates	£1,199,783	£241,761	+396%
Crowdfunding	£4,108,210	£2,220,293	+85%
Events	£487,513	£224,250	+117%
Gift Aid	£469,629	£665,094	-29%
Individual Donors	£430,004	£262,579	+64%
Interest Income	£20,597	£0	New source of income
Merchandise	£490,206	£117,829	+316%
Trusts & Foundations	£20,020,459	£5,518,564	+263%
Other Income*	£99,317	£152,874	-35%
<b>Grand Total</b>	<b>£28,460,628</b>	<b>£11,364,559</b>	<b>+150%</b>

\*Income that doesn't fit in any other category, including value added tax (VAT) refund.

GLOBAL INCOME 2022





## INCOME ANALYSIS

The year witnessed a humanitarian catastrophe of an unprecedented scale erupt as Russia launched a full-scale invasion of Ukraine on 24<sup>th</sup> February 2022. As the conflict escalated, Europe saw the largest mass migration event since World War II as 8 million people were forced to leave Ukraine, and a further 5.9 million became internally displaced. By 2023, the number of people in need of humanitarian assistance reached 17.7 million, equivalent to 40% of Ukraine's population. Surrounding countries recorded millions of refugees crossing land borders to escape the conflict and non-governmental organisations across the world mobilised their resources to respond to the crisis. Now in its 7<sup>th</sup> year of operation, Choose Love drew upon past emergency response experience and immediately launched its Ukraine Appeal, raising \$7 million in just 4 weeks.

Not four months on, and Afghanistan was struck by a 6.2 magnitude earthquake on 22<sup>nd</sup> June. The disaster tragically claimed the lives of more than 1,000 people, with nearly 4,000 injured and over 360,000 were left in need of humanitarian aid. The earthquake compounded the dire economic situation and critical food insecurity facing the country since the Taliban took control in August 2021. As Taliban rule continued, the rights of women and girls were drastically eroded, until by the close of 2022, girls were prohibited from attending secondary school and women denied access to work and free travel altogether.

No charitable organisation wishes to have to expand its operations but in light of the catastrophic events causing record numbers of displaced people across the world, Choose Love was never going to play the role of a bystander. Instead, 2022 saw Choose Love expand both its grant-making operations and donor base to raise a record £28.5 million globally. After overcoming the peak of the Covid-19 pandemic, fundraising events were possible once again and income increased by 200% from 2021. The Partnerships team worked tirelessly to support businesses looking to donate to the global Ukraine response, building new relationships that increased corporate income by almost 400% from the previous year.

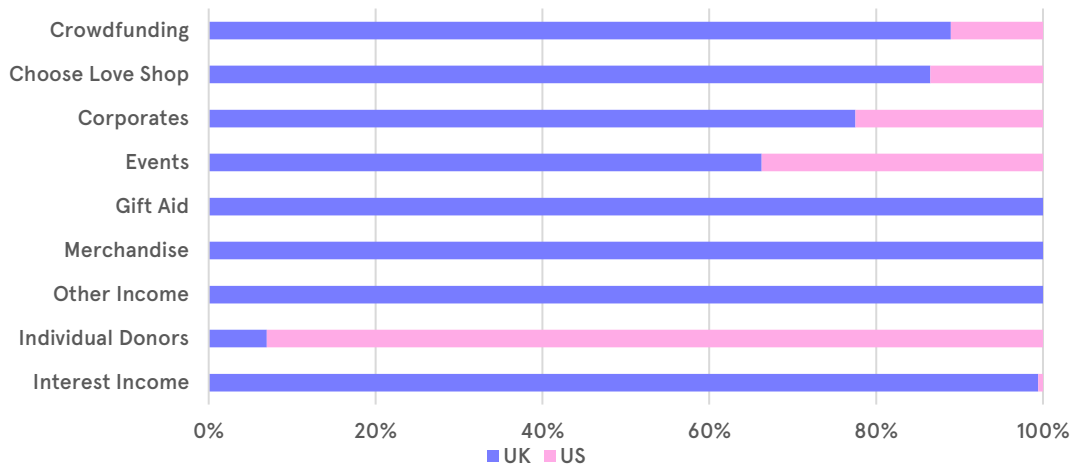
Income from trusts and foundations more than tripled in 2022 as post-pandemic, CEO Josie Naughton was able to spend more time reaching new audiences in the US. Trusts and foundations accounted for 70% of 2022's income, showing the importance of the compelling and responsive communications the team developed as part of the Ukraine response. At the outbreak of the war, key comms channels were updated multiple times each day, allowing trusts, foundations, corporates, and the public to see the enormous impact of their donations in real time. This transparency undoubtedly aided the 85% increase in crowdfunding: with over £4.1 million raised from public donations, 2022 almost exceeded crowdfunding in 2020 and 2021 combined.



## INCOME BY BRANCH

Income category / Branch	UK	US	Total
Choose Love Shop	£981,598	£153,312	£1,134,910
Corporates	£930,241	£269,542	£1,199,783
Crowdfunding	£3,653,734	£454,476	£4,108,210
Events	£323,170	£164,343	£487,513
Gift Aid	£469,629	N/A	£469,629
Individual Donors	£30,000	£400,004	£430,004
Interest Income	£20,480	£117	£20,597
Merchandise	£490,206	N/A	£490,206
Trusts & Foundations	£9,473,621	£10,546,838	£20,020,459
Other Income	£99,317	N/A	£99,317
<b>Grand Total</b>	<b>£16,471,996</b>	<b>£11,988,632</b>	<b>£28,460,628</b>

## INCOME BY BRANCH 2022





## TRUSTS & FOUNDATIONS WITH SUPPORT OVER £5,000 IN 2022 \*

1	Bernard Lewis Family Trust	30	Kreitman Foundation
2	Bezos Family Foundation	31	Landry Family Foundation
3	Bill & Melinda Gates Foundation	32	McMillian-Stewart Foundation (Cambridge Trust)
4	Born This Way Foundation	33	Morgan Stanley GIFT
5	California Community Foundation	34	Mother Cabrini League
6	Charities Aid Foundation (CAF)	35	Mozaik Philanthropy Inc.
7	Chicago Community Foundation	36	National Philanthropic Trust
8	Collis Foundation	37	Neo Philanthropy, Inc.
9	Combined Jewish Philanthropies of Greater Boston, Inc.	38	Paavan Popat Foundation
10	Comic Relief	39	Project Giving Back
11	Common Counsel Foundation	40	Robert Bosch Stiftung
12	Dr Martens Foundation	41	Rockefeller Brothers Fund
13	Dunn Family Charitable Foundation	42	Roddick Foundation
14	East Bay Community Foundation	43	RSF Social Finance, Inc.
15	Edward Charles Foundation	44	Shapiro Foundation
16	Ennismore Group Foundation	45	Silicon Valley Community Foundation
17	Everhope Foundation	46	Skoll Foundation
18	Fidelity Investments Charitable Gift Fund	47	Stavros S Niarchos Foundation
19	Foundation to Promote Open Society (FPOS)	48	Steve Morgan Foundation
20	FWD.us Education Fund	49	The Community Foundation of Eastern Connecticut, Inc.
21	Global Whole Being Fund (RSF Social Finance, Inc.)	50	The Cottage Bridge Foundation
22	Hopewell Fund	51	The Dorothea Haus Ross Foundation
23	Imago Dei Fund	52	The Giving Block (Gemini Trust)
24	Immersion Capital Foundation	53	The Lister Charitable Trust
25	Impact Assets Inc	54	The Pascualano Foundation
26	Jeffery Family Charitable Trust	55	The Savitri Waney Charitable Trust
27	Jewish Communal Fund (Rivaya Fund)	56	The Schooner Foundation
28	Jordan / Delaney Family Trust	57	Vitol Foundation
29	Kahane Foundation	58	Zoom Cares Fund (Tides Foundation)

\* Listed in alphabetical order. Donors who wish to stay anonymous are not listed.



## CORPORATES WITH SUPPORT OVER £5,000 IN 2022 \*

1	Alastair Sawday Publishing Co. Ltd.	26	Lovercrafts Makers Limited
2	All Plants Ltd	27	Mat Collishaw Ltd
3	Anthropologie (URBN UK Limited)	28	Metamorphosis
4	Aqua Fun Limited	29	Monica Vinader Limited
5	Architects band	30	Not On The Highstreet Enterprises Ltd
6	Babak Ganjei Works Limited	31	Nutter, McClennen & Fish LLP
7	Beggars Group Ltd	32	Pip & Nut Ltd
8	Bulletproof	33	Pooky Lighting Limited
9	Caroline Hirons Limited	34	Rachel Jackson London Ltd
10	Costello Medical Consulting	35	Really Simple Ideas Ltd
11	Creative Inc.	36	Resident Advisor Ltd
12	Cult London Ltd	37	Seasalt Cornwall
13	Dancing Leopard Clothing Ltd	38	SNUG Shack Limited
14	FIFPRO	39	Spotify
15	Glitnor Services Ltd	40	Tangle Teezer Limited
16	Goldman Sachs International	41	The Blue Thread
17	Ham Products Limited	42	The Howard Hughes Corporation
18	Hugg Ltd	43	The Hoxton Southwark
19	I Weigh Community LLC	44	The Print Space
20	Inside Ideas Group Ltd	45	The Secret Linen Store
21	Kat Maconie Ltd	46	Toast (Mail Order) Limited
22	Killik & Co.	47	Tortilla - Mexican Grill Limited
23	KIND Snacks UK Limited	48	TrustPilot
24	Letters Live Limited	49	Twitter
25	Live Nation Worldwide Inc.	50	Vera Bradley Designs Inc

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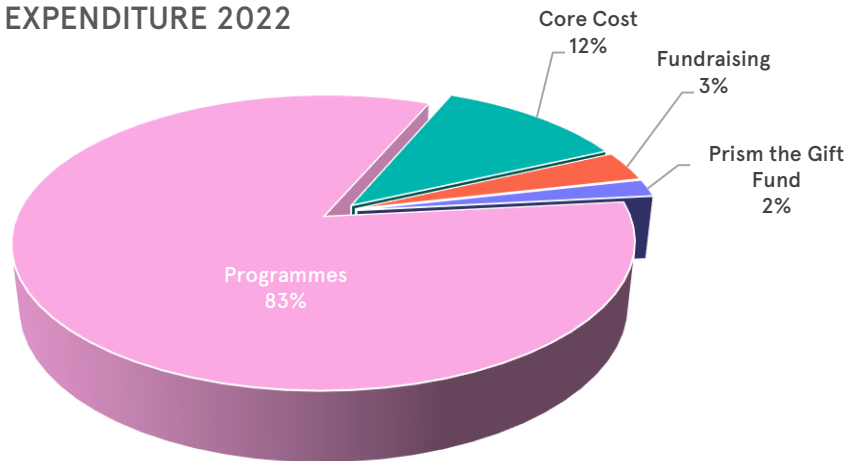


## GLOBAL EXPENDITURE 2022

Expenditure Key explaining Programmes and Core Cost in detail can be found on page 26.

Type of Expenditure		2022	2021	% Change
Programmes	Choose Love’s programme costs and grants to partners on the ground.	£14,149,839	£10,333,800	+37%
Core Cost	London HQ, staff, operational costs – rent, bills, admin costs, PR, legal costs.	£1,998,599	£1,686,533	+19%
Fundraising	Event organisation, venue hire, travel costs to meet donors, consultancy fees for fundraisers, website costs including Choose Love Shop costs.	£567,178	£292,335	+94%
Prism the Gift Fund	UK based charitable umbrella providing administration of giving, finance and compliance management and governing structure, including board of trustees.	£324,450	£270,350	+20%
<b>Grand Total</b>		<b>£17,040,066</b>	<b>£12,583,017</b>	<b>+35%</b>

GLOBAL EXPENDITURE 2022







## EXPENDITURE ANALYSIS

### Programmes

Choose Love's programmes expenditure in 2022 increased by over a third compared to 2021. Grants accounted for £13.1 of £14.1 million programmatic costs, breaking organisational records for the amount of funding delivered directly to partners on the ground. Grant expenditure increased by 58% on the previous year, showing that Choose Love not only maintained but increased its ability to disperse funds quickly and compliantly. Grants were made to 215 partners across 28 countries, compared to 209 partners in 22 countries in 2021. 98 new partners were onboarded and an estimated 2.9 million people were reached.

#### *Ukraine, Poland and surrounding countries*

Following Russia's full-scale invasion of Ukraine and the displacement of 14 million people from their homes, Choose Love responded within 24 hours by launching their Ukraine Emergency Appeal. £11 million was raised in support of 98 organisations working across 12 countries, delivering essential frontline aid and services. Notable grants made to partners on the ground provisioning essential humanitarian aid includes a £360,000 grant made to Humanitas. Choose Love funding enabled Humanitas to make 13 journeys delivering food, medical supplies and surgical equipment across the Romania-Ukraine border to the regional hospital in Ivano Frankivsk, a critical unit for sending onward supplies to medical centres in conflict regions. A £253,000 grant to GlobalMedic reached 80,272 displaced people via the distribution of 14,576 food kits, 3,628 hot meals, 1,751 hygiene kits, 219 medical kits, and 1,737 NFI between March and August 2022. £195,000 paid to Nadacia Integra covered the purchase of 4 containers of aid, enabling the distribution of food, NFI, power banks, generators and medicines to 10,700 people in Kyiv, Rivne, Lviv, Kharkiv and Donbas.

In addition to the immediate provision of humanitarian aid, Choose Love's grants enabled partners to support the longer-term needs of Ukrainians on the move, with a particular focus on the most vulnerable and marginalised groups including people of colour, people with disabilities, the LGBTQIA+ community, Roma and traveller communities and low-income households. A grant of £10,000 to MozaiQ enabled them to purchase a van to transport supplies to LGBTQIA+ refugees living in shelters near the Romania-Ukraine border. £34,300 granted to Genderdoc-M supported their provision of legal advice, psychological counselling and community events to LGBTQIA+ refugees arriving to Moldova, having fled Ukraine and Russia. Since 2001 Romodrom has worked with people often excluded from society and with support of a £54,200 grant from Choose Love, Romodrom's staff were able to visit Roma communities in Ukraine every two weeks for 7 months to deliver food and help to reinforce homes with heating systems ahead of winter.

Dedicated to creating a global network of media labs that equips refugees with the tools to build careers in media, ReFOCUS Media Labs responded to the increase of refugees in Poland by opening a new lab in Krakow. With Choose Love funding of £68,700 ReFOCUS offered skills development workshops in photography, graphic design and video production to support students in finding paid work in media. In partnership with Polish NGO Happy Kids, Flying Seagull Project (FSP) visited 10 centres accommodating children evacuated from Ukraine to offer circus workshops, clown performances, creative activities and free play sessions. Sessions allowed children experiencing mental health challenges + trauma – as a result of disability, abandonment, institutionalisation, and displacement – to build confidence, self esteem and social skills. Through 5,000 play sessions, Choose Love's grant of £60,000 allowed FSP to spread joy and happiness through music, art, and circus dance to over 2,000 children.

#### *Greece*

Throughout 2022, the construction of EU-funded Closed Controlled Access Centres (CCAC) for asylum seekers continued across the Greek islands of Samos, Lesbos, Kos, Leros and Chios at an estimated cost of €260 million. With heavy restrictions on movement, 24/7 CCTV, barbed wire fences and an average distance to the nearest towns of 14km, CCAC disproportionately limit residents' access to healthcare, employment opportunities and societal integration in Greece. 2022 also saw the Greek Ministry of Migration end the ESTIA II programme. Established by UNHCR in 2015 to facilitate the integration of asylum seekers into Greek society and address the needs of vulnerable groups, ESTIA offered accommodation, cash assistance, mental health



support and medical referrals. As a result, demand for these types of support drastically increased. Despite increasingly hostile immigration policies, land arrivals totalled 6,022 and sea arrivals reached 12,758, a figure almost three times that of 2021.

Thanks to the work of Choose Love's dedicated team of Programmes Managers in Greece, Choose Love was able to continue supporting many longstanding partnerships throughout 2022. £190,000 supported the operation of Crisis Management Association's (CMA) health facility, pharmacy and dental clinic in the Mavrovouni Reception Identification Camp (RIC), Lesvos. With this grant, CMA's healthcare specialists and interpreters could provide regular consultations, emergency treatment and medication to thousands of RIC residents. In Thessaloniki, Irida Women's Centre offers women a safe space to express themselves, build friendships, and establish support networks. £142,000 from Choose Love covered core staff costs, enabling Irida to offer legal counselling, referrals, emergency accommodation, language classes and essential food distributions to their growing community of women and girls.

Amidst an ever-changing asylum landscape, access to free, credible legal support is of utmost importance for new arrivals, whether they're looking to remain in Greece or continue their onward journey. Choose Love granted £186,000 to Fenix Legal Aid for the delivery of their holistic programme of legal aid and trauma-informed mental health care for new arrivals on Lesvos. Fenix's positive impact is demonstrated by the successful legal outcomes of the clients it represented: supported by Choose Love funding, 100% of newly arrived clients taken on by Fenix received refugee status. Choose Love also granted £38,200 to Human Rights Legal Project (HRLP) for its legal representation of refugees and migrants impacted by systematic abuses and human rights violations on Samos. Through strategic litigation, Choose Love funding has supported HRLP's mission of increasing institutional accountability and creating structural change at both a domestic and international level.

### *Lebanon*

Elections in May 2022 have led to Lebanon facing an unprecedented political situation. A dual executive-level power vacuum exists in the absence of both a president and a fully empowered government. As people live in increasingly dire conditions, this instability has led to an absence of much-needed major reforms, whilst simultaneously the injustices in the country are able to thrive. For the almost 1.5 million Syrian refugees in the country, the devastating economic situation that has seen inflation rise over 700% since 2020, has left most refugee families accumulating huge debts to borrow money to buy food. Across all strata of society, the impact of the collapsed economy can be felt acutely. Recent studies show that only 60% of Syrian refugee children between the ages of 6 and 14 attended school regularly in 2022, with attendance dropping to less than 8% for older adolescents at secondary school. Children's prospects of secure futures are being severely hampered due to the necessity to go out to work and bring in an income to manage the ever-present food insecurity. Assessments have also indicated that children's nutritional health is at risk as less than 50% of all infants under the age of five months are exclusively breastfed, and only 11% of children eat the minimum number of meals and food groups required per day.

Civil society in Lebanon has a heightened and leading role in the functioning of day-to-day life for many people due to the absence of an operational government. The provision of essential services, the responsibility of which should sit with the State, falls to the hands of collectives of individuals who are remarkable in both their capabilities and energy.

In 2021 the severity of the situation for communities in Lebanon prompted a group of private donor organizations to come together and coordinate their funding in Lebanon. Choose Love has acted as the intermediary for these funds. Our mission - to align funding with local priorities, including humanitarian aid and the promotion of human rights, with flexible and accessible capital. This alignment became known as the Collective for Refugee Leadership in MENA (CRLM, previously known as Funders for Refugee Leadership in Lebanon, FRLI).

Through our CRLM funding and additional grants from separate income streams to support partners with extreme winter weather, we granted a total of £920,000 to Lebanese partners in 2022. This included a grant of £65,200 to the incredible organization House of Peace which delivers innovative community workshops on peacebuilding and conflict sensitivity training to community groups across the country, as well as specialized psychosocial support to frontline humanitarian staff. We also granted £31,700 to Laban-Live Lactic Culture which facilitates community building and reconciliation processes by providing



open safe spaces of expression through playback theatre. These projects exemplify the resilience of refugee-led organizations that are delivering creative responses within a challenging political landscape.

The challenges of getting international funding to civil society organizations in Lebanon cannot be underestimated. Humanitarian needs do not reduce as donors withdraw support. The associated impact on civil society to prop up increasingly large sections of society only increases. It is with this in mind that Choose Love has persevered through a myriad of bureaucratic and logistical challenges to get funding to our partners, to provide critical support. Anecdotally, a number of our partners have reflected that they would no longer be operating had it not been for Choose Love's funding. The flexibility of our support, often for operational core costs, has resulted in our partners delivering high-quality and crucial services in recent months. Our support to partners to navigate due diligence processes has resulted in organizations having registered bank accounts, robust safeguarding policies and strong procedures that are necessary to survive. It also increases their ability to be able to diversify funding.

### *US/Mexico*

In 2022, the United States (US) documented a record breaking 2.4 million encounters along the southern border, including notably more families and unaccompanied children. In the same year, 1.1 million people entered the US to claim asylum. As hostile immigration policies advanced, the humanitarian situation on either side of the border grew increasingly dire with people on the move highly vulnerable to exploitation, targeted violence, and going without basic necessities. Choose Love responded by providing over £570,000 to 16 grassroots organisations filling gaps in protection and humanitarian aid on both sides of the border.

The hundreds of thousands of people stuck in Mexico face limited shelter options, often stuck in living situations without access to basic facilities. Our partner Solidarity Engineering spearheads WASH (water, sanitation, and hygiene) initiatives and site improvement projects at refugee camps and shelters in the border city of Reynosa, Mexico. With \$15,000 from Choose Love, they were able to provide tens of thousands of litres of drinking water, as well as distribute thousands of personal hygiene supplies such as menstrual pads, soap, hand sanitizer, toothbrushes and toothpaste, diapers, baby wipes, and more. Without their support, the families and children living in these camps would not have access to potable water and so much more.

Of those who are able to cross the border to seek asylum in the US, the majority are dropped off in border towns with nothing more than the clothes on their backs after they are processed by US officials. In Brownsville, Texas, our partner Good Neighbor Settlement House (GNSH) runs a welcome centre, providing essential resources and support services such as health and hygiene items, shoelaces, envelopes with information and for ID safekeeping, showers, meals, and help securing transportation. With Choose Love's funding of £29,200 from August to December of 2022, GNSH was able to serve 55,886 people.

Even once people seeking asylum are living in the US, legal aid remains critical. People are 5 times more likely to obtain relief from deportation if they're represented by a lawyer. However, in 2022, fewer than 1/10 asylum seekers had representation and only 18% of those without legal aid received asylum. The International Refugee Assistance Program (IRAP), in partnership with Derechos Humanos Integrales en Acción (DHIA) was able to provide legal assistance to 339 individuals through 140 cases during the term of their \$11,600 grant with Choose Love. With £44,200 in funding from Choose Love, our partner Al Otro Lado coordinated Title 42 exemption requests (one of the only ways to be legally admitted to the United States in 2022) on behalf of 1,040 individuals, including 326 children. They also accompanied 37 children to seek asylum at the port of entry and held multiple know your rights workshops that reached more than 400 people.

### *UK*

The Hostile Environment continued making life unbearably difficult for migrants in the UK. In April, the Nationality and Borders Bill became law, making it even harder for people to find safety and reunite with loved ones. The Act criminalises anyone who needs a visa to enter the UK arriving without one, with the crime carrying a max. prison sentence of 4 years. The law relies on the offshoring model, which involves the removal of anyone arriving in the UK via a 'dangerous' route after 1<sup>st</sup> January 2022 to Rwanda, where their asylum claim will be processed by the Rwandan government. There's no evidence the Rwanda policy will deter people from making journeys to the UK, with the number of people crossing the Channel reaching a record high in 2022.

In 2022, 30 organisations in the UK were supported with grants totalling £686,000. Choose Love's partners continued providing vital community services to refugees and asylum seekers ranging from food vouchers, distributions and youth services to mental



health, LGBTQIA+ and legal support. Choose Love granted £140,450 to Young Roots, ensuring the continuation of its casework services for young refugees in Brent and Croydon. Funding enabled young asylum seekers to be supported in navigating the complex UK immigration system. Young Roots achieved several positive outcomes including successful age dispute resolutions and the continuation of its 1-to-1 youth development programme, counselling, and psychosocial support services.

£133,300 supported The Walk Productions in building awareness of the global migration journey with Little Amal, a 12-foot puppet representing a 10-year-old Syrian refugee. Amal has become a global symbol of human rights and solidarity – everywhere she goes, she is greeted with community-organised events that are authentic and meaningful to the local people she meets. Since beginning her journey in July 2021, Amal has been welcomed at 255 unique events in 90 cities, towns and villages. Choose Love funding has covered the staff, production, logistics and research costs associated with Amal’s journey to Poland and New York in 2022.

Having been a partner since 2018, Choose Love’s continued support has helped Say It Loud Club (SILC) to support and advocate for LGBTQIA+ refugees and asylum seekers. SILC provides legal aid, mental health workshops, housing support, emergency cash assistance and overarching holistic support to its community. By covering core costs with a grant of £72,300, Choose Love has helped SILC to reach thousands of the most vulnerable and marginalised LGBTQIA+ communities in London.

### **Core Costs and Fundraising**

The core operational costs of Choose Love increased by 6% in 2022, reflecting further organisational growth. To coordinate and streamline fundraising efforts, Choose Love hired a Development Manager to oversee grant applications and reporting for major donors. 2022’s income of £28.5 million would not have been possible without this role, and it will form an important aspect key to maintaining the transparency of use of funds that is so central to Choose Love’s work. The role was supported by the hiring of a Fundraising and Partnerships Consultant to track and report upon donations from corporates, a fundraising stream that increased exponentially following the Ukraine Crisis. Corporate donations were up by almost 400% since 2021 to £1.2 million, making it an incredibly valuable source of funding for Choose Love’s partners responding to emergencies on the ground.

In 2022, internal database systems continued to be reinforced. After the comprehensive mapping of the partner onboarding, grant-making, monitoring and evaluation processes, Choose Love invested in grant management system GivingData. The database will support all aspects of grant-making, creating a centralised location to store documentation, track communications, and follow up on partners reporting. Investment in new systems accounts for part of the increase in core costs but ultimately ensures Choose Love can continue to provide a fast, flexible approach to funding partners and accurately track its impact.

To support Choose Love’s growing operations, Prism the Gift Fund—the UK-based charitable umbrella that provides donation administration, finance and compliance management, and a governing structure inc. a board of trustees—raised their fee to meet the needs of their largest Collective Fund. The 20% fee increase allowed Prism to hire another staff member and dedicate more time of their wider team to support Choose Love’s compliance and financial processes. The fee covers 1.14% (inc. VAT) of Choose Love’s annual income, enabling a designated team of five staff to manage all financial and compliance matters.

### *Additional notes*

It’s worthwhile noting that Choose Love’s expenditure in 2022 became slightly skewed as a result of a multi-year grant received in one instalment in November 2022. The funds have been budgeted for expenditure over the next 3-4 years, hence explaining why total expenditure in 2022 was less than total income compared to previous years. Choose Love will continue to uphold the principle of distributing funds to partners on the ground as efficiently as possible, but simultaneously recognises the importance of multi-year financial planning to ensure the long-term, sustainable commitment when funding partner organisations.

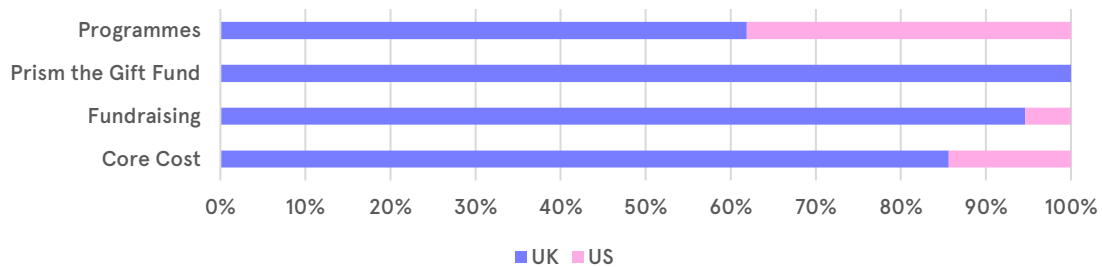


**EXPENDITURE BY BRANCH**

Expenditure category/Branch	UK	US	Total
Core Cost	£1,711,300	£287,299	£1,998,599
Fundraising	£536,789	£30,389	£567,178
Prism the Gift Fund	£324,450	N/A	£324,450
Programmes	£8,757,137	£5,392,702	£14,149,839
<b>Grand Total</b>	<b>£11,329,676</b>	<b>£5,710,390</b>	<b>£17,040,066</b>

Please note that the UK branch consists of the headquarters and the full operational team, therefore more than 65% of the total funds are distributed through the UK. The US branch acts as a fundraising body for income from Trusts & Foundations, with less operational activity and fewer staff. Since 2021, programmes funding is increasingly being distributed through the US branch for partners working on the US/Mexican border, the Middle East, Ukraine (and cross-border countries) and rest of the world.

**EXPENDITURE BY BRANCH 2022**

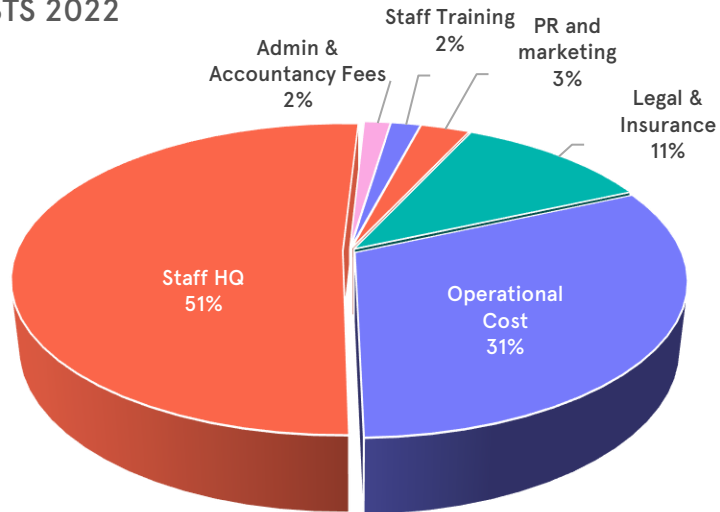




**CORE COSTS**

Core Costs	2022	2021	% Change
Admin & Accountancy	£30,422	£10,464	+191%
Legal & Insurance	£227,685	£108,651	+110%
Operational Cost	£627,168	£704,592	-11%
PR and Marketing	£56,775	£175,266	-68%
Staff HQ	£1,022,153	£667,925	+53%
Staff Training	£34,396	£19,634	+75%
<b>Core Cost Total</b>	<b>£1,998,599</b>	<b>£1,686,633</b>	<b>+19%</b>

CORE COSTS 2022



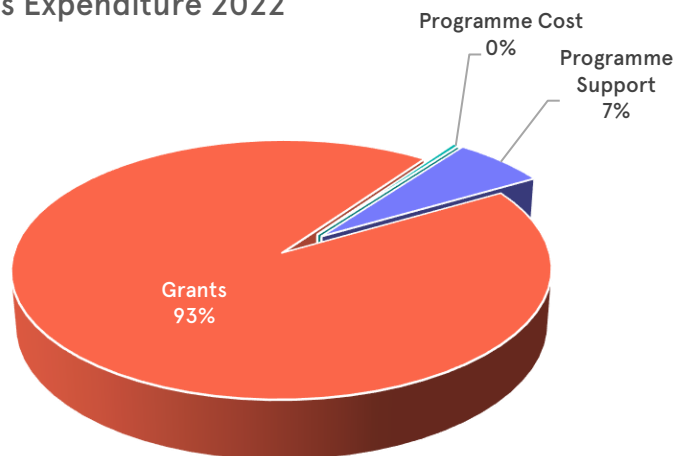


## PROGRAMME COSTS

Programmes		2022	2021	% Change
Grants		£13,183,133	£8,340,504	58%
<b>Grants Total</b>		<b>£13,183,133</b>	<b>£8,340,504</b>	<b>58%</b>
Programme Cost	Direct Cost	£18,062	£774,370	-98%
	Operational Cost	£37,758	£243,069	-84%
<b>Programme Cost Total*</b>		<b>£55,820</b>	<b>£1,017,438</b>	<b>-95%</b>
Programme Support	Admin & Accountancy	£4,631	£1,499	+209%
	Legal & Insurance	£19,245	£21,259	-9%
	Monitoring & Evaluation	£72,096	£30,966	+133%
	PR and marketing	£101,361	£82,280	+23%
	Staff - Implementing Partners	£0	£129,166	-100%
	Staff HQ	£482,729	£393,267	+23%
	Staff on the ground	£227,095	£294,318	-23%
	Staff Training	£3,731	£21,101	-82%
	Volunteer Expenses	£0	£2,001	-100%
<b>Programme Support Total</b>		<b>£910,887</b>	<b>£975,857</b>	<b>-7%</b>
<b>Grand Total</b>		<b>£14,149,839</b>	<b>£10,333,800</b>	<b>+37%</b>

\* A 95% decrease in programme costs reflects Choose Love’s move towards being a grant-making organisation. Up until 2020, Choose Love operated on the ground as well as funding partners via grants. In 2021, Choose Love began to move towards grant-making to partners with expert knowledge of intricate local situations. In 2022, the strategic goal of becoming a grant-making organisation was met, as shown by direct and operational costs accounting for just 0.4% of total programmes expenditure.

### Programmes Expenditure 2022





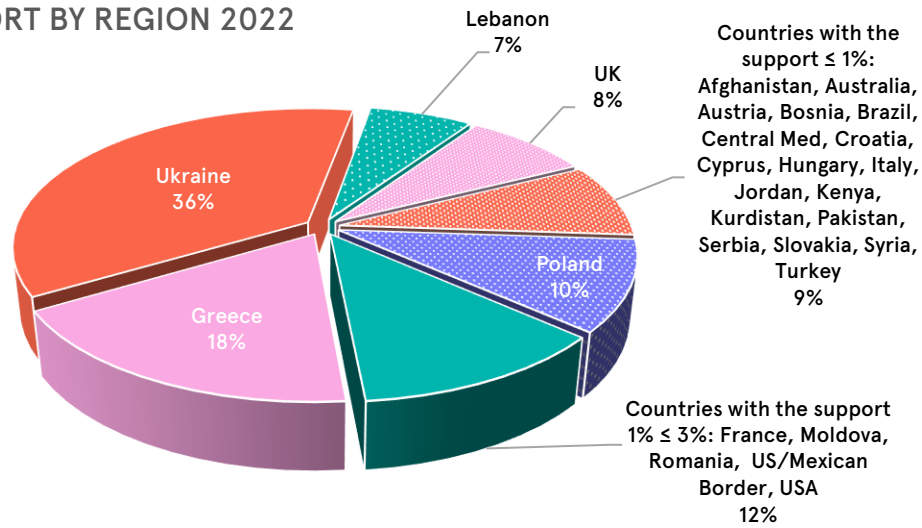
## SUPPORT BY REGION (PROGRAMMES ONLY)

Country	2022	2021	% Change
Afghanistan	£126,165	£59,148	+113%
Australia	£29,064	£0	New region
Austria	£42,903	£0	New region
Bangladesh	£0	£15,000	-100%
Bosnia	£142,322	£150,746	-6%
Brazil	£122,630	£76,000	+61%
Central Med	£20,000	£117,648	-83%
Croatia	£100	£9,314	-99%
Cyprus	£12,755	£0	New region
Ecuador	£0	£139,999	-100%
France	£255,997	£905,007	-72%
Greece	£2,544,134	£4,871,076	-48%
Hungary	£55,238	£0	New region
Italy	£49,125	£67,161	-27%
Jordan	£900	£0	New region
Kenya	£20,000	£10,000	+100%
Kosovo	£0	£22,151	-100%
Kurdistan	£75,000	£117,474	-36%
Lebanon	£950,460	£524,453	+81%
Malta	£0	£2,230	-100%
Moldova	£456,390	£0	New region
Pakistan	£44,767	£0	New region
Poland	£1,479,461	£3,613	+40846%
Romania	£219,074	£32,400	+576%
Serbia	£136,813	£139,972	-2%
Slovakia	£17,409	£0	New region
Syria	£190,783	£377,989	-50%
Turkey	£114,604	£58,407	+96%
UK	£1,146,820	£1,578,333	-27%
Ukraine	£5,135,500	£0	New region
US/Mexican borders	£379,407	£801,700	-53%
USA	£382,018	£253,979	+50%
<b>Grand Total</b>	<b>£14,149,839</b>	<b>£10,333,800</b>	<b>+37%</b>





## SUPPORT BY REGION 2022

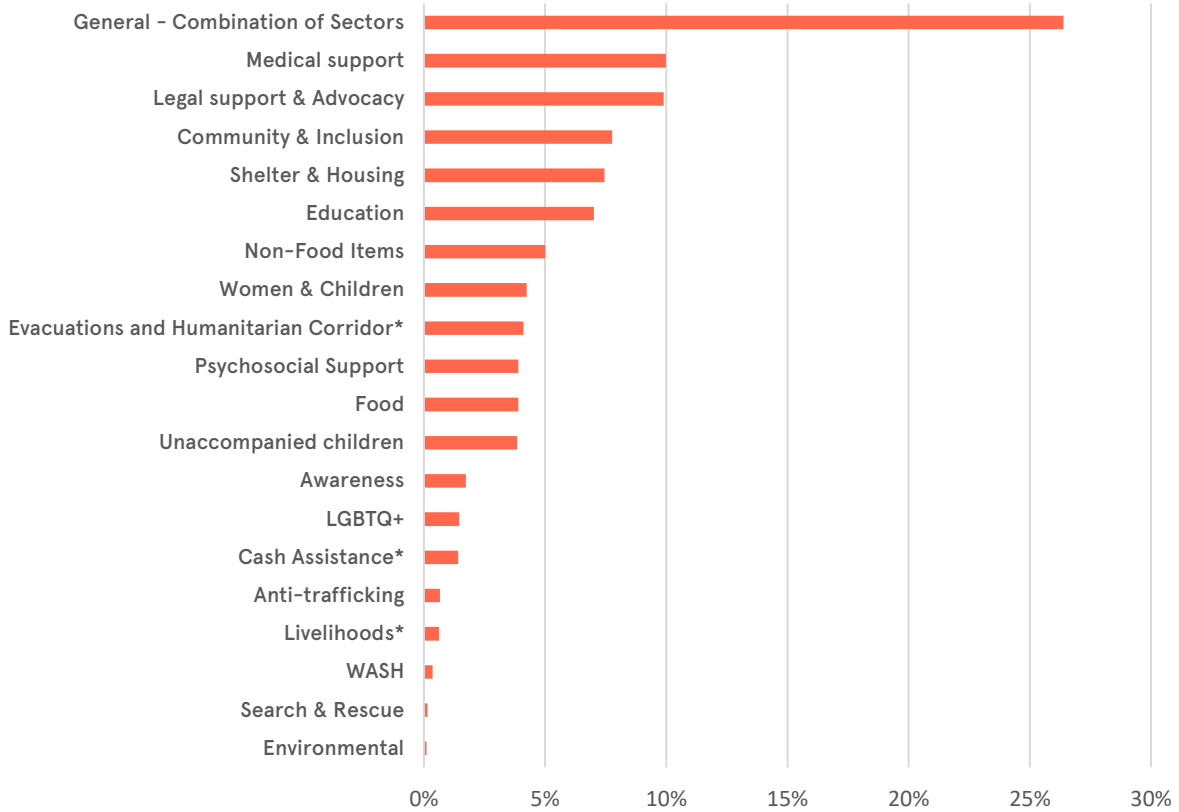


## SUPPORT BY SECTOR (PROGRAMMES ONLY)

Sector	2022	2021	% Change
Anti-trafficking	£93,670	£0	New sector
Awareness	£244,857	£231,996	+6%
Cash Assistance	£200,650	£0	New sector
Community & Inclusion	£1,099,546	£607,003	+81%
Education	£993,347	£573,510	+73%
Environmental	£14,848	£76,000	-80%
Evacuations and Humanitarian	£580,477	£0	New sector
Food	£551,575	£589,668	-6%
General - Combination of Sectors	£3,733,113	£2,397,240	+56%
Legal support & Advocacy	£1,398,947	£1,185,205	+18%
LGBT+	£205,600	£178,192	+15%
Livelihoods	£88,297	£0	New sector
Medical support	£1,412,650	£781,161	+81%
Non-Food Items	£709,209	£750,657	-6%
Psychosocial Support	£552,374	£441,759	+25%
Search & Rescue	£20,000	£117,648	-83%
Shelter & Housing	£1,054,345	£340,228	+210%
Unaccompanied children	£544,839	£539,023	+1%
WASH	£50,780	£404,699	-87%
Women & Children	£600,715	£1,119,810	-46%
<b>Grand Total</b>	<b>£14,149,839</b>	<b>£10,333,800</b>	<b>+37%</b>



**SUPPORT BY SECTOR 2022**



**\*Based on needs of our partners and their beneficiaries we have added new sectors in 2022 to further distinguish our support. For 2023 accounts the list will be reviewed again and some of the sectors will be removed and a new category of supported groups will be added.**



## PARTNERS SUPPORTED IN 2022

Partners are listed by country of operation, rather than their country of registration, e.g. Hand in Hand is registered in the UK but provides support in Syria and Turkey. Some of the partners supported by Choose Love operate in two or more countries e.g. Collective Aid can be found listed under France, Bosnia and Serbia. Finally, some projects are operating cross-border (e.g. they are registered in Poland and operating in both Poland and Ukraine), those partners are usually listed under the country of their primary impact. In 2022, Choose Love financially supported 215 partners across 28 regions. The campaign column provides further detail of programme supported e.g. the primary cause of Choose Love’s funding.

Please note that the list of partners is based on distributed funds (bank transfers executed) in the 2022 calendar year but doesn’t include partners who received funding in 2021 whose grant periods continued over the following year, or partners with whom we developed a partnership in 2022 but didn’t deliver funds until the following year. For the full list of active partners in 2022, please see the Impact Report 2022.

Country	Partner	Campaign
Afghanistan	AAHP-UK (Association of Afghan Healthcare Professionals UK)	Afghanistan Appeal
	Peace of Mind Afghanistan, Inc.	Afghanistan Appeal
	Uplift Afghanistan Fund	Afghanistan Appeal
	Women for Women International UK	Afghanistan Appeal
Australia	The Trustee for Footballers’ Trust	
Austria	Afro Rainbow Austria	Ukraine Appeal
Bosnia and Herzegovina	Collective Aid	
	No Name Kitchen	
Brazil	Associação de Fomento ao Empreendedor Sócio-Cultural Educacional Saúva	
	Welight Institute of Socio-Environmental Innovation	
Central Med	Search and Rescue Relief (SARR)	
Cyprus	Cyprus Refugee Council (CyRC)	
France	Collective Aid	
	Dunkirk Refugee Womens Centre	
	ECPAT	
	L’Auberge Des Migrants	
	Maison Sesame	
	Refugee Info Bus	
	Safe Passage	Ukraine Appeal
	SINGA France	
Greece	A Drop in the Ocean	
	Amigos De Ritsona Housing Project	
	Amna (formerly Refugee Trauma Initiative/RTI)	
	ASsIST (Asylum Seekers Information Services Team)	
	Attika Human Support	
	Avocats Sans Frontières	
	Because We Carry	
	Better Days Greece	Ukraine Appeal



Country	Partner	Campaign
Greece	Borderline Lesvos	
	CHEERing	
	Congolese Community of Greece	
	Crisis Management Association (CMA)	
	de:boarder-Migration Justice Collective	
	Dentists 4 All / Seeds for Humanity	
	Earth Medicine	
	Equal Legal Aid (ELA)	
	Equal Rights Beyond Borders	
	Eudaimonia Medical Services (EMS)	
	Faros Elpidas	
	Fenix - Humanitarian Legal Aid	
	FoodKIND	
	Free Movement Skateboarding	
	Glocal Roots	
	HIAS	
	Human Rights Legal Project	
	HumanRights360	
	InCommonOn	
	InterEuropean Human Aid Association (IHA)	
	Irida Women's Centre	
	Just Action	
	Lighthouse Relief	
	Medical Volunteers International (MVI)	
	Melissa Network of Migrant Women in Greece	Afghanistan Appeal / Ukraine Appeal
	Mobile Info Team (MIT)	
	Movement on the Ground	Ukraine Appeal
	Northern Lights Aid	
	Offene Arme e.V.	
	Omnnes Association	Ukraine Appeal
	One Happy Family	
	Orange House (ZAATAR)	
	Project Armonia	
	Project Elea	
	ReFOCUS Media Labs	
Refugee 4 Refugees		
Refugee Biriyani & Bananas (RBB)		
Refugee Info Bus		
Refugee Youth Service		
RefugeeEd		
Samos Volunteers		



Country	Partner	Campaign
<b>Greece</b>	selfm.aid	
	Thalassa of Solidarity	
	Velos Youth	
	When We Band Together	
	Yoga and Sport for Refugees	
<b>Hungary</b>	Artemisszio Foundation (Artemisszio Alapitvany)	Ukraine Appeal
	Hungarian Helsinki Committee	Ukraine Appeal
	Menedek - Hungarian Association of Migrants	Ukraine Appeal
<b>Italy</b>	Baobab Experience	
<b>Kenya</b>	Gua Africa	
<b>Kurdistan</b>	The Lotus Flower	
<b>Lebanon</b>	Al Islah and Taahil Beneficence Lebanese Association	CRLM formerly FRLL*
	Ass. Basmeh & Zeitooneh	CRLM formerly FRLL*
	Endless Medical Advantage	CRLM formerly FRLL*
	House of Peace / House of Threads	CRLM formerly FRLL*
	Laban-Live Lactic Culture	CRLM formerly FRLL*
	Lebanese Association for Popular Action "AMEL"	CRLM formerly FRLL*
	Molham Volunteering Team	CRLM formerly FRLL*
	Mosaik Education / MAPS	CRLM formerly FRLL*
	Sabbara UK Community Interest Company, Makani	CRLM formerly FRLL*
	SADA Playback Theater / SHIFT	CRLM formerly FRLL*
	SAWA for Development & Aid	CRLM formerly FRLL*
	Stichting Friends of Alpha	CRLM formerly FRLL*
	Threads of Peace Dlese	CRLM formerly FRLL*
	Women Now for Development	CRLM formerly FRLL*
<b>Moldova</b>	A.O. Centrul de Politici și Reforme (CPR Moldova)	Ukraine Appeal
	Asociatia pentru Drepturile Omului Lex XXI	Ukraine Appeal
	Genderdoc-M	Ukraine Appeal
	Katalyst Kitchens	Ukraine Appeal
	People in Need (PIN) UK	Ukraine Appeal
	Platforma Femeilor Rome "ROMNI"	Ukraine Appeal
<b>Pakistan</b>	Rainbow Railroad USA	
<b>Poland</b>	Dla Ziemi	Ukraine Appeal
	Foundation for Somalia	Ukraine Appeal
	Fundacja Polska Gošcinnošć (FPG; Polish Hospitality Foundation)	
	Fundacja Rozwoju Dzieci	Ukraine Appeal
	Fundacja w Stronę Dialogu	Ukraine Appeal
	Jewish Community Centre (JCC Krakow)	Ukraine Appeal
	Kultura Rownosci	Ukraine Appeal
	La Strada International	Ukraine Appeal



Country	Partner	Campaign
<b>Poland</b>	Nomada	Ukraine Appeal
	Poland4You	Ukraine Appeal
	Polish Migration Forum Foundation	Ukraine Appeal
	ReFOCUS Media Labs	Ukraine Appeal
	Safe Passage	Ukraine Appeal
	Stowarzyszenie Interwencji Prawnej (SIP)	Ukraine Appeal
	The Flying Seagull Project	Ukraine Appeal
	The Walk Productions Ltd	Ukraine Appeal
<b>Romania</b>	Adpare	Ukraine Appeal
	Jesuit Refugee Service Romania (JRS Romania)	Ukraine Appeal
	La Strada International	Ukraine Appeal
	LOGS	Ukraine Appeal
	MozaiQ	Ukraine Appeal
	The Northwestern Association of Social Entrepreneurs (ASNV)	Ukraine Appeal
<b>Serbia</b>	Collective Aid	
	Refugee Aid Serbia	
	Refugee Foundation Serbia	
<b>Slovakia</b>	Ukrainska Spilka	Ukraine Appeal
<b>Syria</b>	Action For Sama	
	Hand in Hand for Aid and Development	
	Independant Doctors Association (IDA)	
	The Voices Project USA Inc.	
	White Helmets Association (Syria Civil Defence/Beyaz Baretliler Derneği)	
<b>Turkey</b>	Hand in Hand for Aid and Development	
	Karam Foundation	
<b>UK</b>	Afghan Association Paiwand	
	African Rainbow Family	
	After 18	
	Arian Teleheal	
	Asylum Aid	
	Baby Basics UK	Ukraine Appeal
	Baobab Women's Project	
	Bloody Good Period	
	Coventry Asylum and Refugee Action Group	
	Daaro Youth Project	
	Displaced Collective	
	Hackney Children and Baby Bank	
	Haircuts4Homeless UK	
	IndiGo Volunteers	Ukraine Appeal
Keep the Drums and Lose the Knife (KDLK)		



Country	Partner	Campaign
UK	Magool Foundation (Safe Spaces for Black Women)	
	Micro Rainbow CIC	
	Peace of Mind	
	Project MAMA	
	Refugees at Home	Ukraine Appeal
	Refuweege	Ukraine Appeal
	Revoke CIC	
	Salisbury World	
	Sanctuary Foundation	Ukraine Appeal
	Say It Loud	
	The Pickwell Foundation	Afghanistan Appeal
	The Vavengers	
	Thighs of Steel	
	Together Now	
	Young Roots	
Ukraine	100% Life Cherkasy	Ukraine Appeal
	Caritas Austria	Ukraine Appeal
	Charitable Organization "Charity Foundation" Stabilization Support Services" (CO CF SSS)	Ukraine Appeal
	Charity Fund Early Intervention Institute for Children with Developmental Delays and Disabilities	Ukraine Appeal
	Children on the Edge (COTE)	Ukraine Appeal
	Distribute Aid	Ukraine Appeal
	Dobrodiy Club	Ukraine Appeal
	Faros Elpidas	Ukraine Appeal
	Fight for Right	Ukraine Appeal
	Folkowisko	Ukraine Appeal
	Friends' Hands	Ukraine Appeal
	Fundusz Feminsity (Feminist Fund)	Ukraine Appeal
	GIVMED	Ukraine Appeal
	Global Fund for Community Foundations	Ukraine Appeal
	Global Response Management, Inc.	Ukraine Appeal
	GlobalMedic	Ukraine Appeal
	Good on Amur	Ukraine Appeal
	Great Ukraine, Inc.	Ukraine Appeal
	HIAS	Ukraine Appeal
	Humanitas	Ukraine Appeal
	Insight	Ukraine Appeal
	Institute for State Effectiveness	Ukraine Appeal
	L'Arche	Ukraine Appeal
	Libereco - Partnership for Human Rights e.V.	Ukraine Appeal
	Light Of Hope	Ukraine Appeal



Country	Partner	Campaign
Ukraine	Menedek - Hungarian Association of Migrants	Ukraine Appeal
	Migrant Offshore Aid Station (MOAS) - UK	Ukraine Appeal
	Nadácia Integra	Ukraine Appeal
	Nova Ukraine	Ukraine Appeal
	OpenCollective Foundation	Ukraine Appeal
	OutRight Action International	Ukraine Appeal
	Pomogaem	Ukraine Appeal
	Project HOPE (Doug Flutie Foundation for Autism)	Ukraine Appeal
	Romodrom o.p.s.	Ukraine Appeal
	Save Ukraine	Ukraine Appeal
	See With Your Hearth	Ukraine Appeal
	Solidarites International	Ukraine Appeal
	Stichting Lighthouse Reports	Ukraine Appeal
	Stop the Traffik	Ukraine Appeal
	Tabletochki	Ukraine Appeal
	Ukrainian Association of Persons with Disabilities	Ukraine Appeal
	Ukrainian Partnership of the Blind (UTOS)	Ukraine Appeal
	Vidchui	Ukraine Appeal
	World Jewish Relief	Ukraine Appeal
	Zagoriy Foundation	Ukraine Appeal
US/Mexican borders	Al Otro Lado	
	Asylum Access	
	Derechoscopio A.C.	
	DHIA (Derechos Humanos Integrales en Acción)	
	Espacio Migrante, A.C.	
	Global Response Management, Inc.	
	IMUMI - Instituto para las Mujeres en la Migración, A.C.	
	International Refugee Assistance Project (IRAP)	
	Pedagogical Institute of Los Angeles (PILA)	
	Refugee Health Alliance	
Solidarity. Inc.		
USA	ASAP (Asylum Seeker Advocacy Project Inc.)	
	CIELO (Comunidades indígenas en liderazgo)	
	Good Neighbor Settlement House	
	Justice In Motion	
	Miles 4 Migrants	Ukraine Appeal
	The New York Immigration Coalition, Inc.	

\* 'Fundors for Refugee Leadership in Lebanon' (FRL) consortium was renamed in 2022 to the 'Collective for Refugee Leadership in the Middle East and North Africa' (CRLM).





*Additional notes*

1. Choose Love Inc. uses accrual accounting (based on transaction occurrence) as opposed to cash accounting (when payments are received/made) used at Prism the Gift Fund. For the Global Accounts, cash-based accounting has been used to compile the figures. Therefore, if the US branch (Choose Love Inc.) figures in this document are compared with the Choose Love Inc. audited accounts there may be a discrepancy. This is due only to the difference in accounting methods used and is not a difference in actual income/expenditure.
2. You can request our Annual Accounts also in the USD currency. Please note, that the increase and decrease percentages compared to 2021 are different in each currency (GBP and USD) due to significant currency fluctuation in 2022.



## EXPENDITURE KEY

Expenditure Type	Category	Sub-category	Examples
Programmes	Grants	-	Grants to organisations operating directly on the ground. Funding towards direct costs, operational costs, or overheads.
	Programme Cost	Direct Cost	Products & services for beneficiaries. Direct payments to suppliers for food, tents, sleeping bags, hygienic packs, clothes, toys, nappies etc.
		Operational Cost	Premises costs, vehicle cost, bills, tax, distribution costs
	Programme Support	Admin & Accountancy	Bank charges, other charges and fees
		Staff – Implementing Partners	Consultancy fees and payroll costs for staff working directly on projects. covering staff costs directly for long term partners who have not yet developed their own payment system for the staff.
		Staff HQ	Staff working on programmes from the HQ in the UK and US.
		Staff on the ground	staff based in the country of support, keeping close relationship with the partners
		Monitoring & Evaluation	Flight tickets, travel, accommodation, and food for staff responsible for M&E
		Volunteer Expenses	Food, travel, and accommodation
		Staff Training	First Aid, safeguarding, asylum process workshop, field staff wellbeing workshop, etc.
PR and marketing		Banners, leaflets, website costs, social media management cost etc.	
Legal & Insurance	Legal fees and insurance related to work of Choose Love’s partners		
Core Costs	-	Admin & Accountancy	Bank charges, other charges and fees
		Staff	Consultancy fees and payroll cost for core team based in London, UK
		Operational Cost	London office rent, bills, tax, infrastructure cost
		PR and marketing	Banners, leaflets, website costs, social media management cost
		Legal & Insurance	Trademarks – brand protection, Legal advice, Insurance
		Staff Training	Leadership & Management Skills
Fundraising	-	-	Events organisation, venue hire, travel costs to meet donors, consultancy fees for fundraisers, website costs including Choose Love Shop costs, etc.
Prism the Gift Fund	-	-	UK based charitable umbrella providing administration of giving, finance and compliance management and governing structure, including board of trustees.