

# CHOOSE LOVE

## ANNUAL ACCOUNTS 2020

Choose Love is a restricted fund under the auspices of Prism the Gift Fund,  
charity registered in England and Wales, no. 1099682



## JANUARY – DECEMBER 2020

OPENING BALANCE 1 <sup>st</sup> Jan 2020	CLOSING BALANCE 31 <sup>st</sup> Dec 2020
£948,449	£3,008,865

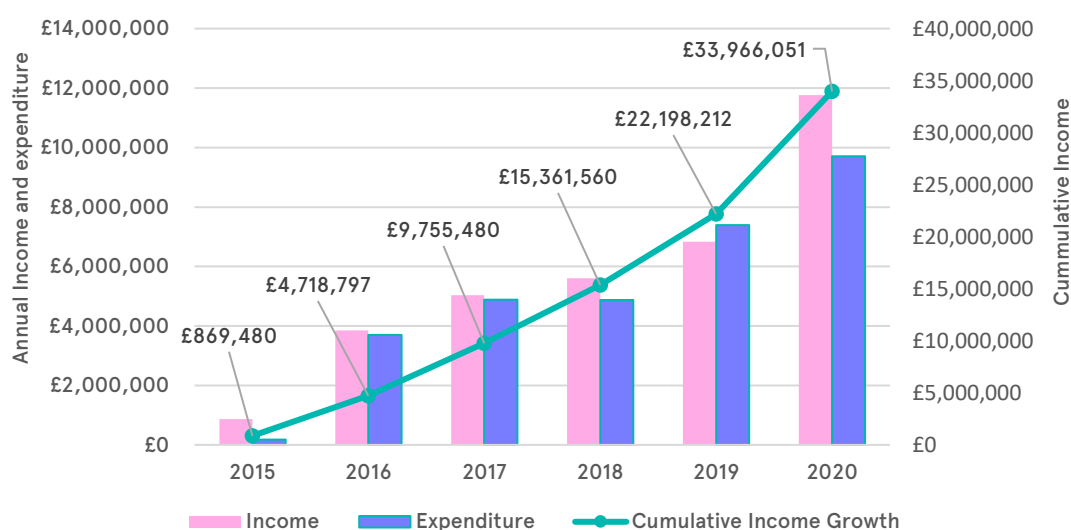
Choose Love’s fundraising is the most active at the end of the calendar year. Therefore, the opening and closing balances are high relative to other months of the year. From January, when the distribution starts again, the balance returns to decreasing steadily. Our aim is to respond quickly to emergencies and get funding to the ground as efficiently as possible.

	2020	2019	% change
<b>Income</b>	£11,767,839	£6,836,652	+72%
<b>Expenditure</b>	£9,711,178	£7,387,607	+31%

The income and expenditure include the VAT amounts that were not accounted for in the 2019 accounts. The breakdown of the VAT amounts is shown clearly under the income category table on page 3. Please note, that the income and expenditure includes transfers from Choose Love branch based in the US.

Expenditure/income ratio	83%	108%	-26%
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### INCOME AND EXPENDITURE SINCE INCEPTION





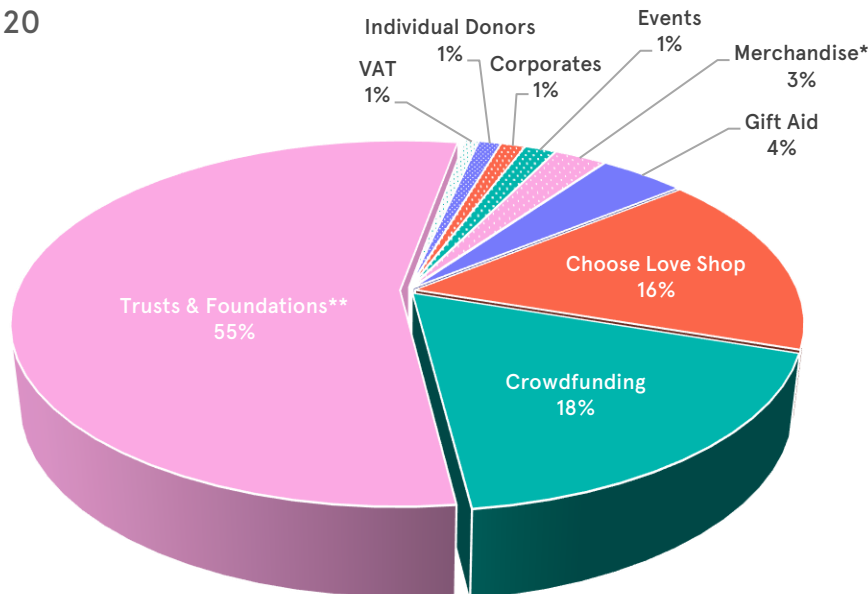
## INCOME 2020

Income category / Year	2020			2019	% Change
	Restricted	Unrestricted	Total	Total	
Choose Love Shop	£1,890,549	N/A	£1,890,549	£1,188,559	59%
Corporates	£12,398	£127,669	£140,066	£154,082	-9%
Crowdfunding	£82,242	£2,017,501	£2,099,743	£943,060	123%
Events	£15,649	£165,840	£181,489	£339,959	-47%
Gift Aid	N/A	£500,163	£500,163	£223,085	124%
Individual Donors	£106,298	£21,510	£127,808	£197,662	-35%
Legacy/Will	£0	£0	£0	£36,805	-100%
Merchandise*	£111,919	£191,646	£303,565	£259,508	17%
Other Income	£0	£0	£0	£80,536	-100%
Trusts & Foundations**	£6,231,087	£213,367	£6,444,454	£3,355,136	92%
VAT	N/A	£80,002	£80,002	£58,261	37%
<b>Grand Total</b>	<b>£8,450,142</b>	<b>£3,317,696</b>	<b>£11,767,839</b>	<b>£6,836,652</b>	<b>72%</b>

\* In 2019 Annual Accounts merchandise was included in corporate donations, so the allocation has been updated for this report.

\*\* Trusts & Foundations include income from our US branch Choose Love Inc., for our global income, please see our Global Annual Accounts.

### INCOME 2020





## INCOME ANALYSIS

Despite the global pandemic in 2020, Choose Love had its best fundraising year since inception. Responding to the world health crisis we ran two successful campaigns in the UK: Choose our NHS and Choose our Carers; raising and distributing over £110,000 to NHS Charities and carers.

Although the physical Choose Love Shop could only open its doors for two weeks due to the national lockdown, the website attracted more customers thanks to the boosted advertisement on social media and our growing social media reach. Income through the Choose Love Shop increased almost by 60% compared to the previous year. The annual crowdfunding more than doubled compared to 2019. This was aided by our successful fundraising campaign launched in September 2020 following the outbreak of fires on Lesvos that destroyed the largest refugee camp in Europe. Our quick response meant we raised £460,000 to support the people and organisations impacted by the crisis.

Trusts & Foundations who support Choose Love (with grants over £5,000 p/a) doubled from 15 trusts & foundations in 2019 to 30 trusts and foundations in 2020. With new admin support we were able to reclaim more Gift Aid and catch up on pending claims from the previous year.

### TRUSTS & FOUNDATIONS WITH SUPPORT OVER £5,000 IN 2020\*

1	Apax Foundation	16	J Van Mars Foundation
2	Aurum Charitable Trust	17	Jectus Charitable Foundation
3	Be The Earth Foundation	18	Kahane Foundation
4	Belron Ronnie Lubner Charitable Foundation	19	Lake Foundation
5	Bernard Lewis Family Trust	20	Network for Social Change
6	Bosch Foundation	21	Open Society Foundation
7	Calais Food Collective	22	P&V Foundation
8	Changing Ideas Limited	23	Queen Anne's Gate Foundation
9	CHK Foundation	24	Roddick Foundation
10	Choose Love Inc.	25	Seneca Trust
11	Christ Meal (Meal A Day)	26	Stewardship
12	Comic Relief	27	Tolkien Trust
13	Frederick Mulder Foundation	28	Utopia 56
14	Harbour Foundation	29	Vodafone Foundation
15	Human Love		

\*Donors who wish to stay anonymous are not listed.

### CORPORATES WITH SUPPORT OVER £5,000 IN 2020

1	Atlas Music Ltd
2	Erskine Records Ltd
3	Facebook UK Ltd
4	Global Forex Commodities Ltd
5	Mch Studio Ltd
6	Pophams Bakery
7	SANDS Advokatfirma DA

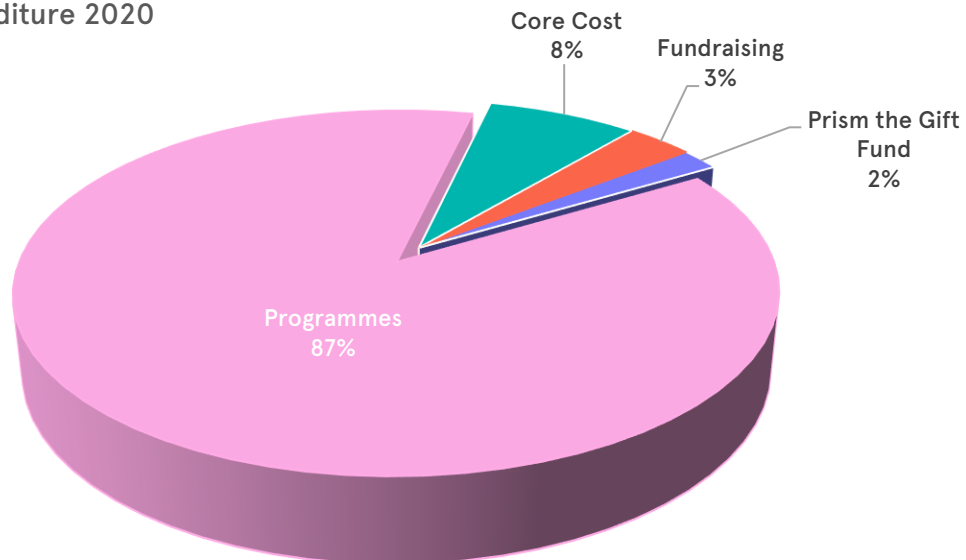


## EXPENDITURE 2020

[Expenditure key](#) explaining Programmes and Core Cost in detail can be found on page 14.

Type of Expenditure		2020	2019	% Change
<a href="#">Programmes</a>	Choose Love’s project costs and grants to partners on the ground.	£8,459,310	£6,371,372	+33%
<a href="#">Core Cost</a>	London HQ, staff, operational costs – rent, bills, admin costs, PR, legal costs.	£733,512	£436,816	+68%
Fundraising	Event organisation, venue hire, travel cost to meet donors, consultancy fees for fundraisers, website costs including Choose Love Shop costs.	£329,815	£409,521	-19%
Prism the Gift Fund	UK based charitable umbrella providing administration of giving, finance and compliance management and governing structure, including board of trustees.	£188,540	£169,898	+11%
<b>Grand Total</b>		<b>£9,711,178</b>	<b>£7,387,607</b>	<b>+22%</b>

Expenditure 2020





## EXPENDITURE ANALYSIS

In 2020, thanks to the capacity funding from our key long-term partners we were able to hire more staff and professionalise our operations to provide more efficient and flexible support on the ground. Our programmes team became more established in each region. We now have 3 permanent teams in Greece (on Samos, Lesvos and in Athens), who receive and coordinate over 50% of Choose Love’s funding for programmes globally. We also hired an Advocacy Director, a Programmes Officer for the Middle East and a Communications Assistant. This brought our team to almost 30 members of permanent staff, all of whom are valuable assets and contributed to the growth and success of Choose Love in 2020.

In 2020 we supported 138 partners on the ground, 21 more than the previous year. A significant amount of our funding was for the Covid-19 response (hygiene products, personal protective equipment and access to online services). We also increased the number of smaller grants to grassroots organisations in the UK who support refugee communities seriously affected by the pandemic.

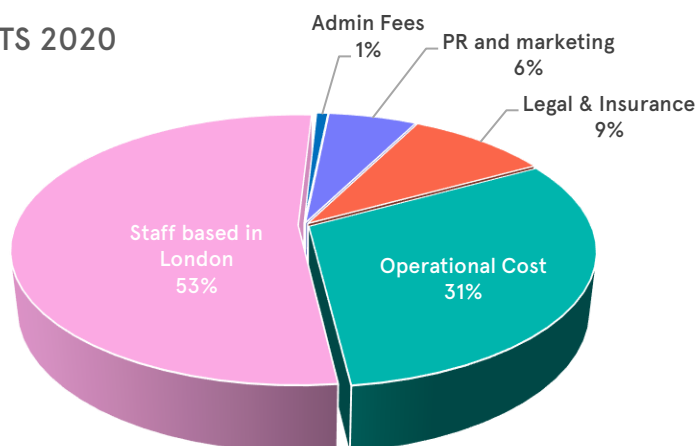
In September 2020, a large amount of funding supported the emergency response to fires in Moria camp on Lesvos. This was followed by the distribution of funding towards improving the inhumane conditions in Moria 2.0.

In comparison to 2019, we saw a shift in funding towards different sectors. The medical support increased as a result of the pandemic, and there was a significant increase in legal and psychosocial support that is essential to ensure the safety and wellbeing of people on the move. Fundraising expenditure dropped by almost 20% due to national lockdowns and the absence of live events, such as festivals, concerts and auctions that have been an important part of our fundraising strategy in the previous years.

## CORE COSTS

Core Costs	2020	2019	% Change
Admin Fees	£5,594	£3,083	81%
Legal & Insurance	£69,599	£724	9519%
Operational Cost	£228,035	£93,837	143%
PR and marketing	£43,420	£23,289	86%
Staff based in London	£386,864	£315,884	22%
<b>Core Cost Total</b>	<b>£733,512</b>	<b>£436,816</b>	<b>68%</b>

CORE COSTS 2020



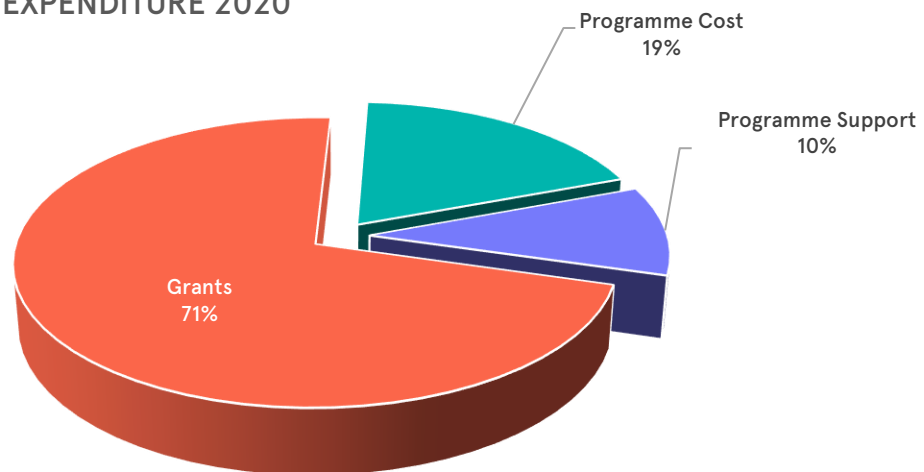


## PROGRAMMES

Programmes		2020	2019	% Change
Grants		£6,030,796	£3,742,080	+61%
<b>Grants Total</b>		<b>£6,030,796</b>	<b>£3,742,080</b>	<b>+61%</b>
Programme Cost	Direct Cost	£1,115,948	£1,537,574	-27%
	Operational Cost	£460,998	£448,412	+3%
<b>Programme Cost Total</b>		<b>£1,576,946</b>	<b>£1,985,987</b>	<b>-21%</b>
Programme Support	Admin Fees	£912	£2,695	-66%
	Cash available on the ground (Soldo)	£8,479	N/A	N/A
	Legal & Insurance*	£35,782	£41,261	-13%
	Monitoring & Evaluation	£77,977	£103,356	-25%
	PR and marketing	£105,023	£50,161	+109%
	Staff - Implementing Partners	£165,669	£159,840	+4%
	Staff based in London	£242,298	£159,783	+52%
	Staff on the ground	£168,470	£102,582	+64%
	Staff Training	£15,204	£6,768	+125%
	Volunteer Expenses	£31,755	£16,861	+88%
<b>Programme Support Total</b>		<b>£851,568</b>	<b>£643,306</b>	<b>+32%</b>
<b>Grand Total</b>		<b>£8,459,310</b>	<b>£6,371,372</b>	<b>+33%</b>

\*In the 2019 Annual Accounts, the Legal & Insurance category was included under Admin Fees. Changes made for this report.

### PROGRAMMES EXPENDITURE 2020

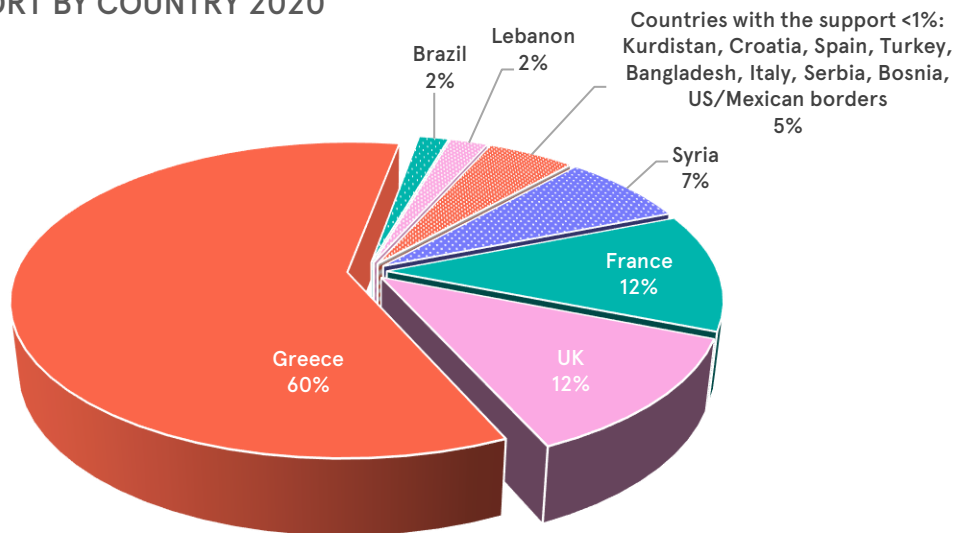




## SUPPORT BY COUNTRY (PROGRAMMES ONLY)

Country	2020	2019	% Change
Bangladesh	£70,046	£10,000	+600%
Bosnia	£100,454	£11,028	+811%
Brazil	£142,620	£73,752	+93%
Croatia	£9,200	£16,209	-43%
France	£1,013,549	£707,593	+43%
Greece	£5,005,274	£3,854,610	+30%
Italy	£84,610	£52,326	+62%
Jordan	£0	£51,027	-100%
Kurdistan	£58,700	£58,634	0%
Lebanon	£181,182	£257,309	-30%
Poland	£0	£5,028	-100%
Serbia	£94,228	£92,152	+2%
Spain	£13,262	£460	+2783%
Syria	£616,652	£102,701	+500%
Turkey	£40,058	£207,187	-81%
UK	£1,027,556	£708,805	+45%
US/Mexican borders	£1,919	£162,551	-99%
<b>Grand Total</b>	<b>£8,459,310</b>	<b>£6,371,372</b>	<b>+33%</b>

### SUPPORT BY COUNTRY 2020



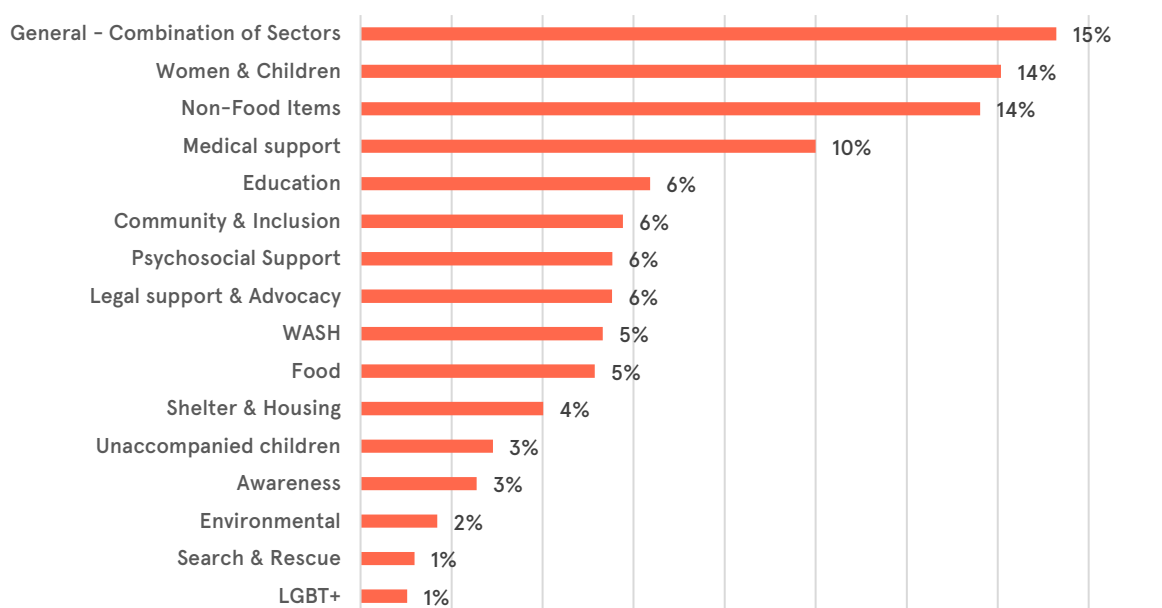




## SUPPORT BY SECTOR (PROGRAMMES ONLY)

Sector	2020	2019	% Change
Awareness	£215,963	£88,183	+145%
Community & Inclusion	£487,733	£234,657	+108%
Education	£537,955	£720,911	-25%
Environmental	£142,620	£73,752	+93%
Food	£435,446	£583,698	-25%
General - Combination of Sectors	£1,293,402	£822,191	+57%
Legal support & Advocacy	£467,554	£86,934	+438%
LGBT+	£86,872	£43,172	+101%
Medical support	£846,022	£253,695	+233%
Non-Food Items	£1,151,497	£1,089,824	+6%
Psychosocial Support	£467,998	£213,668	+119%
Search & Rescue	£100,250	£75,057	+34%
Shelter & Housing	£339,494	£511,707	-34%
Unaccompanied children	£245,843	£342,810	-28%
WASH	£450,436	£550,258	-18%
Women & Children	£1,190,227	£680,852	+75%
<b>Grand Total</b>	<b>£8,459,310</b>	<b>£6,371,372</b>	<b>+33%</b>

## SUPPORT BY SECTOR 2020





## PARTNERS SUPPORTED IN 2020

Programmes are listed by country of operation, rather than their country of registration. For instance, Hand in Hand is registered in the UK but provides support in Syria and Turkey. Some of the partners we support operate in two or more countries e.g. Collective Aid can be found listed under France, Bosnia and Serbia. In 2020 we supported 138 partners across 15 countries.

Country	Programme
Bangladesh	Migrant Offshore Aid Station (MOAS)
Bosnia	Baobab Experience
	Collective Aid
	Fresh Response
	House of All
	No Name Kitchen
	Pomози
Brazil	Fundo Casa
	Instituto Raoni
Croatia	Are You Syrious
France	Calais Food Collective
	Collective Aid
	Distribute Aid
	Dunkirk Refugee Women Centre
	Human Right Observers (HRO)
	L'Auberge Des Migrants
	Maison Sesame
	Project Play (Donate4Refugees)
	Refugee Community Kitchen
	Refugee Info Bus France
	Refugee Rights Europe
	Refugee Youth Service France
	Safe Passage
	Utopia 56
Woodyard - Calais	
Greece	Action for Education
	ARSIS Association for the Support of Youth
	ASSIST
	Attika Warehouse
	Avocats Sans Frontiers
	Because We Carry
	Better Days for Moria
	Borderline
	CHEERing
	Chorleywood4Refugees (Donate4Refugees)
	Christian Refugee Relief
	Comicdom
	Crisis Management Association CMA



<b>Greece</b>	<b>Dentists 4 All / Seeds for humanity</b>
	<b>Distribute Aid</b>
	<b>ECHO for Refugees</b>
	<b>Elix (Baytna Hubs)</b>
	<b>Equal Legal Aid (ELA)</b>
	<b>Equal Rights Beyond Borders</b>
	<b>Euro Relief</b>
	<b>FAIR</b>
	<b>Fenix Humanitarian Legal Aid</b>
	<b>Filoxenia International</b>
	<b>Flying Seagulls</b>
	<b>FoodKind</b>
	<b>Free Movement Skateboarding</b>
	<b>Glocal Roots</b>
	<b>Health Point Foundation</b>
	<b>Healthbridge Medical Organization</b>
	<b>HumanRights360</b>
	<b>IHA - European Human Aid Association</b>
	<b>Imagine Centre</b>
	<b>InfoMobile</b>
	<b>InterVolve - Irida</b>
	<b>Just Action</b>
	<b>Khora</b>
	<b>Kitrinos Healthcare</b>
	<b>Lesvos Legal Centre</b>
	<b>Lesvos Solidarity</b>
	<b>Mazi Housing Project</b>
	<b>MedEquali</b>
	<b>Melissa Network</b>
	<b>Mosaik</b>
	<b>Movement on the Ground</b>
	<b>Offene Arme</b>
	<b>Omnes</b>
	<b>One Happy Family</b>
	<b>Orange House (ZAATAR)</b>
	<b>Pampiraiki Support Initiative for Refugees &amp; Migrants</b>
	<b>Perichoresis</b>
	<b>Pervolarides</b>
	<b>Pikpa</b>
	<b>Project Armonia</b>
	<b>Project Elea Amke</b>
<b>Refugee 4 Refugees</b>	
<b>Refugee Rescue</b>	
<b>Refugee Trauma Initiative</b>	
<b>Refugee Youth Service Greece</b>	



Greece	Rowing Together
	Samos Volunteers
	Second Tree
	Social Pharmacy
	Solidarity Now
	Staramaki Social Cooperative
	Still I Rise
	Swiss Cross
	Team Humanity
	The Lava Project
	WaterShed
	We Are Here
	We Are One
	Italy
Progetto20k	
SOS Mediterranean	
Kurdistan	The Lotus Flower
	SAWA for Aid and Development
	Women Now for Development
	Young Roots
Serbia	Collective Aid
	No Name Kitchen
	Refugee Aid Serbia
	Refugee Foundation Serbia
Spain	Almeria Acoge
	Elige La Vida
Syria	For Sama Impact Campaign
	Hand in Hand
	The Hands Up Foundation
Turkey	Hand in Hand
United Kingdom	African Rainbow Family
	Baobab Women's Centre
	BIASAN
	Breaking Barriers
	Chorleywood4Refugees
	Compass Collective
	Compassion London
	Coventry Asylum and Refugee Action Group
	Da'aro Youth Project
	Flying Seagulls
	For Sama Impact Campaign
	Hackney Migrant Centre (HMC)
	Health Inclusion Clinic (UK)
	Hopetowns
IndiGo Volunteers	



<b>United Kingdom</b>	<b>Injera Club</b>
	<b>Magool Foundation</b>
	<b>May Project Gardens</b>
	<b>Meena Centre</b>
	<b>Migrant Helpline</b>
	<b>NHS Charities Together</b>
	<b>Ourmala</b>
	<b>Project MAMA</b>
	<b>RAPAR</b>
	<b>Resourcing Racial Justice</b>
	<b>Salisbury World</b>
	<b>Say It Loud</b>
	<b>Search and Rescue Relief (SARR)</b>
	<b>Streatham Drop In</b>
	<b>The Carers Network</b>
	<b>The Heart (Donate4Refugees)</b>
	<b>The Vavengers</b>
<b>Welcome Cinema</b>	
<b>Women for Refugee Women</b>	
<b>Young Roots</b>	
<b>US/Mexican borders</b>	<b>Choose Love Inc.</b>



## 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 Fees	Bank charges, other charges and fees.
		Cash available on the ground (Soldo)	Funding that has been distributed to the teams on the ground but not yet reported as spent. This funding is for general running costs and emergency response.
		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 based in London	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 Fees	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.
		Admin, Legal & Insurance Costs	Bank charges, Trademarks – brand protection, Legal advice, Insurance.
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.