

KING'S CHARITY DONATES £1.95M TO GOOD CAUSES

- The Prince of Wales's Charitable Fund (PWCF) pledges £1.95m in donations
- Seven charities will share a massive £1.95m pot over the next three years
- The Fund, established by His Majesty The King, has donated over £73m since it was established in 1979

FOR IMMEDIATE RELEASE

LONDON; 31 JANUARY 2023, FOR IMMEDIATE RELEASE: The Prince of Wales's Charitable Fund (PWCF) today announced the awarding of £1.95m in grants to seven charities over the next three years.

The seven charities PWCF will support are: **Plantlife International, Practical Action, The Wildlife Trusts, Age Scotland, Carers Trust, BIGKID Foundation** and **Omega**. These charities were selected by Trustees for their enormously important work in the areas of environmental sustainability and social inclusion, both subjects close to The King's heart.

The Carers Trust will receive a sizeable £300,000 grant to support the work they do in representing and campaigning on behalf of the estimated 7 million unpaid carers in the UK.

Kirsty McHugh, Chief Executive of the Carers Trust said: *"The strain on our care system is pushing more and more people into becoming unpaid carers and that is driving many into poverty. We conducted a survey last year showing nearly two-thirds of adult carers have been forced to give up work altogether or cut back on hours because of the demands of their caring role."*

She continued: "Our survey showed one in seven (14%) unpaid carers have used a food bank, while a quarter (25%) have had to cut back on food. There is no doubt that this very generous grant will help lighten the load for some of the most vulnerable people in our society."

One of the smaller community-based organisations to benefit with a £90,000 grant is the **BIGKID Foundation**; a charity set-up in 2000 to tackle youth violence and social exclusion for young people living in Brixton and across six London boroughs including Lambeth, Lewisham and Hounslow.

BIGKID Foundation Founder and CEO, Shaninga Marasha, said: *"This grant comes at a hugely significant time. We are growing in response to ever increasing need amongst our young people. In Lambeth we have developed a unique hub model, where our school programmes interlink with our community engagement and more targeted mentoring and well-being support."*

Our ambition is to replicate this in other boroughs, building on where we already have a strong track record of achieving positive outcomes with our Breaking Barriers with American Flag football programme."

One of the big environmental causes to secure funding is **Practical Action**, a charity that supports some of the world's poorest people to build sustainable and regenerative farming systems connected to their natural environment.

A grant of £390,000 to **Practical Action** will allow small holder farmers in Sub-Saharan Africa to develop agricultural systems that can adapt to climate change and still provide a good standard of living.

Other charities receiving grants include **Plantlife International**, which will receive £390,000 over three years to develop a science and impact programme to help with the promotion of wild plants and fungi; **The Wildlife Trusts**, which will also receive £390,000 over three years to put people at the heart of tackling the climate and nature crisis; **Age Scotland**, which will receive £300,000 over three years to help fund services to improve the financial resilience, health and wellbeing of older people; and **Omega, the National Association for End of Life Care**, a West Midlands-based charity that will receive £90,000 over three years to help reduce loneliness and isolation for vulnerable elderly people facing multiple challenges, such as caring responsibilities, mental health issues and bereavement.

Nikki Jeffery, Executive Director of PWCF, said: *"We're really excited to be announcing our new strategic funding partnerships, and look forward to working with these charities over the next three years. Our support – across the UK, the Commonwealth and Internationally – will have a real impact in helping those vulnerable or in need and those looking to create sustainable solutions to support nature and mitigate the climate crisis."*

She continued: "We are extremely grateful to Waitrose & Partners for their continuing support through sales of the Duchy Organics range."

Since 2009, royalties from the Waitrose Duchy Organics range have generated in excess of £34m for PWCF and the good causes it supports.

HM King Charles III (The Prince of Wales as he was then) founded Duchy Organic in 1990, aiming to create what he called a 'virtuous circle' by helping small farmers find a new market for their goods while offering consumers natural, high quality food and promoting more sustainable production methods that improved soil health and protected the environment.

Products in the Waitrose Duchy Organic range are made with high-quality organic ingredients, using meat sourced with sound animal husbandry and high welfare standards.

Waitrose & Partners Executive Director James Bailey said: *"We're delighted to see the ongoing benefit that the Waitrose Duchy Organic brand brings to communities across the UK. We're grateful to our customers for their continued support for this very special range of products which epitomise Food To Feel Good About and we look forward to seeing the impact that these latest round of grants will bring to good causes, and remain committed to supporting PWCF and its important work."*

-ENDS-

NOTES TO EDITORS:

For media enquiries contact:

Liam Maguire, Good Relations, E. LMaguire@goodrelationspr.com T. 07464 985 052

About the Prince of Wales's Charitable Fund:

The Prince of Wales's Charitable Fund was founded in 1979 by HM King Charles III with a mission to transform lives and build sustainable communities. We award grants to UK registered non-profit organisations to deliver projects in the UK and Internationally.

Since it was established, PWCF has awarded grants of more than £73 million to charitable projects. In 2020, PWCF responded to the pandemic by launching the COVID-19 Recovery Fund and distributing over £150,000 to not-for-profit organisations supporting some of the poorest communities in England, Wales, Scotland and Northern Ireland. More recently PWCF has worked with the Felix Project to launch an initiative to increase support to households struggling with food insecurity and reduce food waste.

We also work with our charitable subsidiaries: The Prince's Countryside Fund (PCF) which supports thriving family farms and rural communities and Accounting for Sustainability (A4S), which works to drive a fundamental shift towards resilient business models and a sustainable economy.

Our commercial subsidiary Duchy Originals Limited receives income from the sale of Waitrose Duchy Organic products and donates its profits to PWCF. This income supports our grant making activities and highlights Waitrose Duchy Organic's commitment to supporting good food, good farming and good causes.