

Croda Foundation

**IMPACT REPORT**  
**2024**



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*Pictured on front cover: beneficiary of **Dig Deep (Kenya)**  
Pictured below: beneficiaries of **Instituto Amazonas***



## A message from our Executive Director

***“I am proud that we have been able to exceed our vision six years early by improving the lives of 22.8 million people.”***



Croda Foundation was born to make a difference in a world where people still go hungry, basic healthcare needs are not met, and vital ecosystems remain under threat. We knew we could make a positive impact, but what we, and our project partners have achieved in three years has exceeded all expectations.

We started with a vision; to sustainably improve at least one million lives by 2030 through projects that are adaptable, scalable and sustainable. I'm therefore extremely proud that we have been able to exceed this vision six years early by improving the lives of 22.8 million people.

All of this, of course, would not have been possible without our funding organisation, the FTSE 100 speciality chemicals company Croda International Plc. Starting our philanthropic endeavours in the depths of the COVID-19 pandemic brought challenges, but it also supercharged our impact. Following Croda's commercial success in producing lipid-based delivery systems for the first COVID-19 vaccines, we were generously gifted an additional £2 million to boost access to healthcare in our target communities (read more on page 14).

However, this partnership goes far beyond finances – the Foundation is embedded in Croda's culture. Employees are not only responsible for nominating projects, but they voluntarily add value to our partners on a case-by-case basis by providing their expertise and know-how, which has maximised our impact to date.

It has been a privilege to start and lead the Foundation over the last three years and I want to thank the teams at Croda for their support, my team for their first-class delivery and all our grant partners for delivering this impact. To say we now have a project portfolio of 38 projects in 22 countries, totalling £4.4m, is a tremendous feat for everyone involved. I look forward to working with our partners and Croda colleagues to sustainably improve even more lives in the coming years.

*Rommel Moseley*

**Rommel Moseley**  
**Executive Director, Croda Foundation**

## A message from our Chair of Trustees

*"Everyone involved should feel very proud of their contribution and the difference that they have made to so many lives around the world."*



Croda Foundation made its first grants in late 2021 with the vision of sustainably improving one million lives by 2030. We are delighted to advise that we have far exceeded that target and are able to share the details of our progress through this Impact Report.

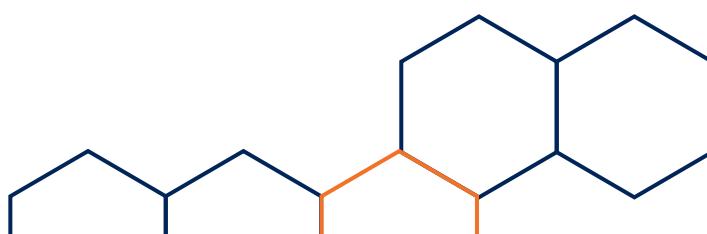
This has been very much a team effort. We are indebted to the executives and shareholders of our donor organisation, Croda International Plc, who have not only provided the necessary funding but also supported employees around the Croda world who have freely given their time and expertise in support of projects. Rommel and his Executive Team, Secondees and Trustees have all played a crucial role and this achievement would not be possible without their dedication. Special thanks go to Nigel Turner, who stepped down as Chair last year, having delivered outstanding impact and a robust organisational basis for the future.

Everyone involved should feel very proud of their contribution and the difference that they have made to so many lives around the world. Looking back over what has been achieved so far, I'd like to express particular gratitude to the individuals within the diverse set of organisations we fund, who work tirelessly to deliver the impact you can read about here, and from whom we continually learn.

Going forward, we anticipate continuing to support a wide range of projects with the ambition of improving hundreds of thousands of lives every year. In the medium term, over the next 12-18 months, we plan to increase our focus on livelihood projects and on broadening geographical spread. With our 2030 goal complete, we have started the process of resetting our targets and milestones for the future.

*Helena Ganczakowski*

**Dr Helena Ganczakowski**  
**Chair, Croda Foundation Board of Trustees**





## About Croda Foundation

Croda Foundation, which was established in 2020, is an independent charitable company founded, and solely funded by FTSE 100 specialty chemicals company Croda International Plc.

We are independently governed by a Board of Trustees and our direct funding by Croda is separate, and in addition to, Croda's own philanthropic and STEM efforts. The Foundation obtained charitable status from the Charity Commission for England and Wales in November 2021.

### Our Approach

Croda Foundation's philanthropic approach to being People Positive requires our 'Three Ps':

#### PEOPLE

Croda Foundation is committed to utilising the skills, time and expertise of Croda people through the Foundation Changemaker programme.

#### PRODUCT

Croda's products, technologies and ingredients have the potential to make the biggest impact to sustainably improving lives in certain cases.

#### POUNDS

The Foundation provides grants to those organisations meeting our Funding Criteria.

We seek careful deployment of our funding resources to projects that deliver ongoing impact beyond the period of funding and we do this via our three **Focus Areas**:



**Reducing hunger and poverty, and improving livelihoods** by building resilience in communities



**Improving access to healthcare and health provision** by strengthening infrastructure in communities



**Protecting and restoring ecosystems** by improving biodiversity

Croda Foundation strives to **sustainably improve lives**. But what does that mean?

In line with our mission and three focus areas, we define impact as measurable and scalable improvement in the quality of life, socio-economic outcomes and access to healthcare of under-served communities in our targeted regions.

Creating long-term resilient communities involves implementing a combination of short-term interventions to address immediate needs and long-term initiatives to address root causes, building sustainable and adaptable foundations for the future.

## Impact Measurement

Croda Foundation is guided by the United Nations Sustainable Development Goals (SDGs) and is committed to having impact related to this global framework in our priority countries.

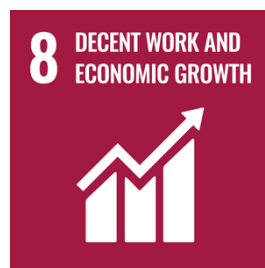
We believe that utilising our 'Three Ps' can have the greatest impact on our identified SDGs, which we have separated into Priority SDGs and Enabling SDGs.

### Priority SDGs



Watch this video to learn more about how we are **sustainably improving lives**.

### Enabling SDGs





## Our impact to date

We set out to sustainably improve **one million lives by 2030**. To achieve this goal, we created three strategic milestones, so that by 2030:

- **450,000 people** would have increased income and skills to better support their livelihoods
- **600,000 people** would have access to healthcare and/or clean drinking water provision that they didn't previously have
- **30,000 trees** would be planted through agroforestry projects

Thanks to the incredible work of our project partners, as of 31 January 2024:



We have sustainably improved the lives of  
**22.8 million people**

**56,578**

people have increased income and skills to better support their livelihoods

**22.7m**

people have access to healthcare and/or clean drinking water that they didn't have previously

**129,006**

trees have been planted through agroforestry projects

Below, you can see a breakdown of how we have sustainably improved 22.8 million lives, mapped against the relevant SDG for each project.



## Our grant giving at a glance

Our impact to date is far reaching and diverse. Take a look at the map below to see where we have had a sustainable impact on people's lives and livelihoods around the world.



### Project HOPE

Grant: **£200,000**

Impact: **5,251** Venezuelan migrant women received access to maternal healthcare provision



### Association Morija

Grant: **£40,000**

Impact: **150** small scale farmers were trained to set up sustainable coffee and cocoa plots



### Amref Health Africa

Grant: **£214,546**

Impact: **494,466**

underserved community members received training on COVID-19 and other health issues to help better protect the wider community



### Beyond Suncare

Grant: **£40,000**

Impact: **80** health workers were trained to deliver regular skin cancer screenings



Learn more about all our projects on our website.



## Employee engagement

Croda employees are the lifeblood of Croda Foundation. Find out why employee engagement is crucial for our work in this section of the report.

### Nominators

Our nomination model relies on Croda employees to put forward potential project partners for funding. Nominations are open all year round and are considered by Croda Foundation's trustee investment committee three times a year.



**Gareth Owen**, *Croda Europe*

Nominated **Cleft Lip & Palate Association (CLAPA)**

"As someone born with a bilateral cleft lip and palate, I know how much support CLAPA provides to parents and children born with this condition. My late mum was the CLAPA Coordinator for South Wales for feeding kits, and for many years, our spare bedroom was full of boxes of special teats and bottles which were posted out as and when they were required!

"The brilliant news of Croda Foundation's grant came to me on what would have been my mum's 78th birthday, so this was a fantastic heavenly birthday present for her, and something I am extremely proud of! I'm so grateful to Croda Foundation for supporting this charity which means so much to me and my family."

**Evonne Malefo**, *Croda South Africa*

Nominated **Association of Women in Agriculture Kenya**

"In Africa, there is a saying: 'To empower a woman or girl will empower the whole society'. The Association of Women in Agriculture Kenya (AWAK) has tapped into the essence of those words by connecting with vulnerable women and supporting them to be self-sufficient.

"Croda Foundation's initial grant in 2021 allowed AWAK to improve the lives of over 1,500 women. I'm delighted the Foundation's Board of Trustees has since approved two additional grants. This funding will allow AWAK to make an even greater impact."



## Changemakers

As well as nominating, Croda employees also volunteer their time, skills and expertise through our Changemaker Programme. Changemakers are Croda employees who are seconded to certain roles within the Foundation or are people who volunteer their time and know-how to support our funded projects on the ground.



**Jenny Berriman**, *Croda Europe*  
*Croda Foundation Secondee*

Jenny is Croda Foundation's longest serving secondee having, started in September 2021. In her role as Finance Manager, Jenny's main roles include budgeting, forecasts and producing the monthly and annual accounts.

"I'd never worked in the charity sector before, so the opportunity was exciting for me and seeing what Croda wanted to achieve with the Foundation was something I really wanted to be part of," Jenny said. "I think the best thing about the Foundation is the team of people I get to work with, and getting to see the work our charity partners are doing and how much impact they are making. Seeing what they've achieved in such a short time and the impact this has had on so many people's lives is amazing!"

**Debora Esperanca & Jonas Altoe**  
*Incotec*

In 2023, Debora and Jonas, employees from Croda's seed enhancement specialist, Incotec, visited four tribes as part of our agroforestry project with **Instituto Amazonas**.

They provided technical support to the tribes on the growing and storage of traditional corn seeds and worked with the tribes and implementing partner on ideas that can enhance sustainability, such as finding a sample of traditional maize, which can be multiplied and distributed to other tribes.

Debora and Jonas said: "We found it insightful to learn about indigenous farming methods and how our expertise and knowledge in crop complimented existing practices to improve yield and better land management. We were able to provide seeds, and also share learnings on best storage practices and how to renew their seed bank."



## Champions

Finally, we have our Champions; passionate individuals across the Croda world who take time from their day jobs to help embed the Foundation's mission and purpose in their region.

### **Eduardo Bocatto**

*Croda Brazil*



"I am honoured to be a Croda Foundation Champion because I have the opportunity to support our employees in the process of nominating projects that speak to their hearts, and witness the amazing impact we are having on the lives of so many people. Not only in Brazil or LATAM, but every single project around the world."

### **Rakesh Kothare and colleagues**

*Croda India*

"We feel empowered to work with Croda Foundation to serve disadvantaged communities and bring about a real, sustainable impact for change. We are passionate and committed to supporting those most vulnerable in our society and express our gratitude to Croda Foundation for their generous donations and support. Your contribution means a lot to us and to the communities we serve."

"We look forward to promoting Croda Foundation for more projects and work in India."



### **Helena Kalaitzopoulos**

*Croda Iberica*



"The Foundation is making a huge impact on so many underserved communities around the world. It makes me really happy knowing I am helping to engage more colleagues and raise awareness."



# Scaling resilient recovery for vulnerable women in urban informal settlements in Kenya

**Association of Women in Agriculture Kenya (AWAK)** was awarded an initial grant of £30,000 to train and improve the livelihoods of women living in slums in Kenya, teaching them urban farming, baking, briquette making and business development skills. Based on the success of this inaugural project, Croda Foundation awarded **AWAK** two additional grants totalling £108,990 to continue their work.



## 1,500

women have been trained by **AWAK** in urban farming, baking, converting waste to briquettes and business development skills

## 92%

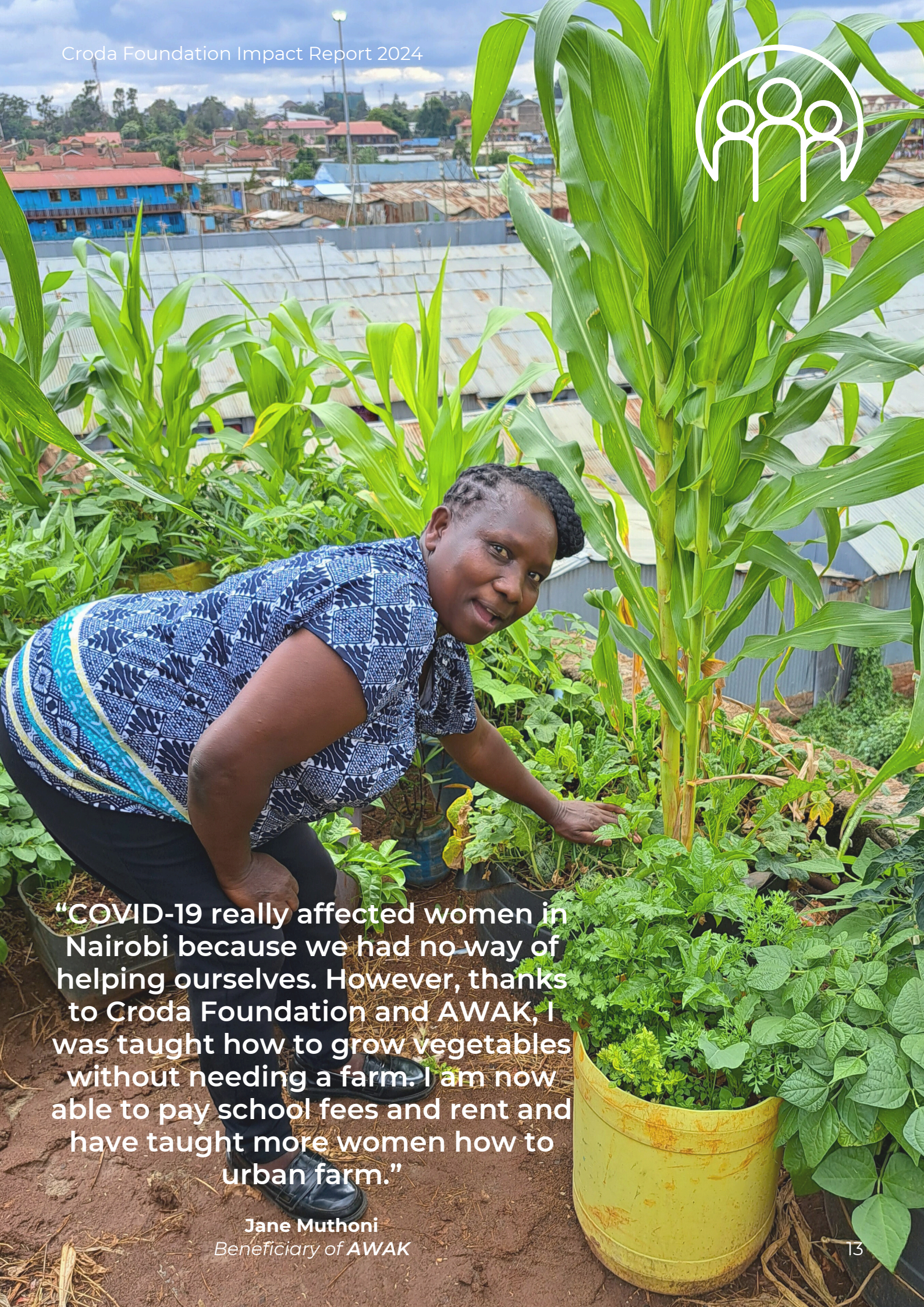
of the project participants replicated the skills acquired during the training sessions and established gardens in their backyards and on rooftops.

## 60%

of the women trained more than **three** additional women each, with the highest training **1,000** women

### Related SDGs





**“COVID-19 really affected women in Nairobi because we had no way of helping ourselves. However, thanks to Croda Foundation and AWAK, I was taught how to grow vegetables without needing a farm. I am now able to pay school fees and rent and have taught more women how to urban farm.”**

**Jane Muthoni**  
*Beneficiary of AWAK*

## Accelerating and strengthening vaccination delivery in underserved communities in India

**British Asian Trust** was awarded a grant of £500,000 for accelerating and strengthening vaccination delivery in underserved communities across five states in India with a high incidence of COVID-19 and low vaccination rates. In May 2021, India was at the epicentre of the COVID-19 pandemic, accounting for 46% of the world's cases. The country's under-resourced health services were quickly overwhelmed, leading to India becoming one of only three countries to have recorded more than 400,000 deaths due to the disease.



**18,000**

vaccine personnel trained

**6,817**

Data Entry Operators trained

**166**

Primary Healthcare Centres received key vaccine personnel

**22 million**

people received the COVID-19 vaccine and have improved access to healthcare

### Related SDGs





**“We are incredibly grateful to Croda Foundation for your support during this crucial time which has not only supported India’s recovery but also the rebuilding efforts to ensure long-term outcomes in the country’s health infrastructure.”**

**Richard Hawkes**  
*Chief Executive, British Asian Trust*

## Using agroforestry to revive traditional practices among indigenous groups in Brazil

**Instituto Amazonas** was awarded a grant of £92,000 to revive traditional practices among indigenous groups in order to protect the cultural heritage, environment, health and well-being of indigenous populations in the Amazon. The organisation's mission is to develop training, income generation, food security, and digital education projects, aiming to create a sustainable and inclusive future for all communities in the region.



**7,455**

indigenous people in **11** tribes have been taught modern agriculture techniques to improve yields

**£600 to £2,000**

income growth per month per tribe thanks to agricultural activities

**18**

traditional native seeds rescued

### Related SDGs







# 3,300

Hectares of the Amazon rainforest have been preserved



**We thank you for  
your ongoing support  
of Croda Foundation.**

## **Our governance**

Croda Foundation, established in 2020, is an independent charitable company set up by FTSE 100 specialty chemicals company, Croda International Plc, and is registered in England and Wales (number: 1196455). The Foundation is solely funded by generous donations from Croda International Plc and led by an independent Board of Trustees

## **Contact**



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*Pictured: beneficiaries of **Beyond Suncare***

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Smart science to improve lives™

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FOUNDATION