

2022 IMPACTS

Thanks to our partners and supporters who have enabled us to make a difference and deliver our mission to harness cycling to raise awareness, educate and forge partnerships to end modern slavery, and provide remedy to survivors

- **Founded Freewheel by Ride For Freedom**, which has seen 38 survivors of modern slavery register for the remediation programme to receive a bike, accessories and Bikeability cycling training at two Hubs in East London (Barking & Dagenham) and the West Midlands
- **Delivered 1x global cycling tour (USA East Coast); 1x European (Germany); 4x U.K. rides** to engage with more than 50 high impact sports clubs, corporate stakeholders and aligned charities to raise awareness, fundraise, deliver Freewheel Hubs in the U.K. and seed international Hubs
- **Achieved press coverage** in excess of 500 online and printed publications with circulation figures exceeding 25million, including Mail Online, Independent, Evening Standard as well as hundreds of thousands of social media engagements to raise awareness and educate
- **Executed the second annual Ride For Freedom Cycle Revolution**, which saw upwards of 50 people undertake virtual cycling challenges to fundraise in excess of £5,000 to support our Freewheel programme
- **Launched the #ShowARedCard campaign** to engage and forge partnerships with more than 20 professional football clubs in the UK, Europe and USA to raise awareness and educate about human trafficking in football/sport
- **Catalysed a Schools Programme** in Barking & Dagenham that will see more than 4,000 children educated about modern slavery through the lens of cycling, during the academic year 2022-23
- **Presented to several thousand people** in-person, at townhalls & webinars to educate on modern slavery and how Ride For Freedom remediates to survivors
- **Received recognition at the Anti-Slavery Day Awards 2022**; shortlisted for the Rebuilding Lives category

