

IMPACTS 2023

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.

- Operated Freewheel by Ride For Freedom, which has seen 36 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 West Coast); 1x European (Spain); 2x U.K. rides to engage with more than 20 high impact sports clubs, corporate entities, 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 200 online and printed publications with circulation figures exceeding 15million, including Mail Online, Independent, Evening Standard as well as hundreds of thousands of social media engagements to raise awareness and educate
- Executed the third annual Ride For Freedom Cycle Revolution, which saw upwards of 50 people undertake virtual cycling challenges to fundraise in excess of £13,000 to support our Freewheel programme
- Run 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
- Delivered a pilot Schools Programme in Barking & Dagenham that has seen 3,006 children educated about modern slavery through the lens of cycling, during 2023
- Presented to several thousand people in-person, at townhalls & webinars to educate on modern slavery and how Ride For Freedom remedies to survivors
- Initiated a pilot School Programme in Nigeria that has educated children to protect themselves from being exposed to exploitation and human trafficking

