

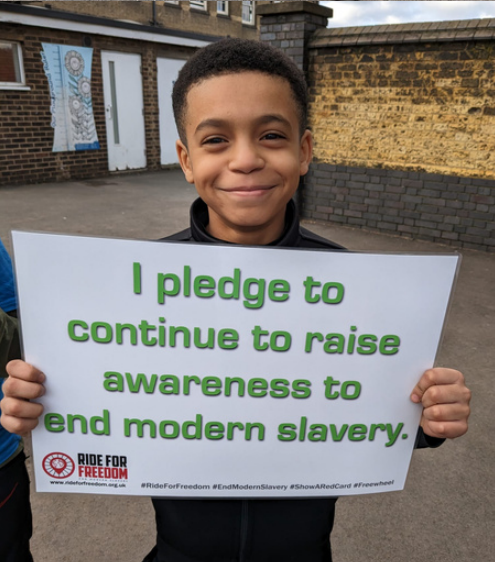


**RIDE FOR
FREEDOM**
END MODERN SLAVERY



ANNUAL IMPACT REPORT

2023



www.rideforfreedom.org

CONTENTS

- 
- 3 Acknowledgement**
 - 4 Executive Summary**
 - 5 The Transformative Power of Your Input**
 - 7 Our Approach**
 - 10 Advocate**
 - 11 Educate**
 - 13 Collaborate**
 - 14 Remediate**
 - 16 Global Mission**
 - 17 Online Social Presence**
 - 18 Plans for the future**
 - 19 Governance and Management**

ACKNOWLEDGEMENT

We extend our deepest gratitude to all individuals, organisations, and stakeholders whose unwavering support and dedication have made the achievements highlighted in this Annual Impact Report possible. Your commitment to our mission and vision has been instrumental in driving positive change and creating meaningful impact.

We express heartfelt appreciation to our dedicated team members whose passion, hard work, and innovation have been the driving force behind the success of our mission. Your tireless efforts and dedication to excellence inspire us all.

We also sincerely thank our invaluable partners and collaborators who have shared their expertise, resources, and insights, enriching our programs and amplifying our impact. Your collaboration has been essential in advancing our shared goals and fostering greater sustainability and social justice.

Lastly, we would like to thank our donors, supporters, and advocates for your generosity, advocacy, and belief in our mission. Your contributions have enabled us to expand our reach and deepen our impact.

CORPORATE & CHARITY PARTNERS



Challenge-trg Group



EXECUTIVE SUMMARY

In the past year, our passionate Ride For Freedom team has exemplified a fervent dedication to empowering survivors of modern slavery and educating the next generation about the critical importance of modern slavery prevention. Through the amalgamation of the transformative elements of the Freewheel and Schools Programmes, Ride For Freedom embarked on a mission to uplift survivors and ignite a flame of awareness and proactive action among youth.

During 2023, our empowering Freewheel Programme infused 17 modern slavery survivors with newfound freedom through the provision of bicycles, essential accessories, and comprehensive cycling training, elevating them to the national Bikeability standard. Designed to nurture holistic well-being and cultivate essential life skills, the immersive hub sessions in Barking and Dagenham, London, and in the West Midlands delivered transformative impacts to survivors' lives.

Simultaneously, our Schools Programme engaged and enlightened the hearts and minds of more than 3,000 young learners in 6 primary schools across Barking and Dagenham with an immersive focus on modern slavery prevention. Key Stages 1 and 2 pupils were imbued with the knowledge and resilience to recognize, respond to, and combat modern slavery within their communities while experiencing the joy of physical activity and self-discovery through the transformative power of cycling.

Despite facing challenges in 2023 due to the adverse economic climate impacting corporate donations and increasing competition from non-profits applying to trusts & foundations, our organisation remained resilient (Annual Accounts 2023). We strategically managed our resources by carrying forward sufficient reserves from the previous year, allowing us to continue delivering our heartfelt impact throughout the year. This demonstrates our commitment to our mission and our ability to adapt and thrive despite external challenges.

Through passionate commitment, transformative impact, community engagement, holistic well-being, and proactive action, Ride For Freedom's inspired and motivated team, in collaboration with our committed board, charity and corporate partners has continued to make meaningful contributions towards empowering survivors and educating the next generation about the critical importance of modern slavery prevention.

Gordon Miller, Founding CEO & Director

THE TRANSFORMATIVE POWER OF YOUR INPUT

3006

primary school children
were educated about the
risks of modern slavery
through the Schools
Programme

36

survivors successfully
registered to participate in
the Freewheel Programme

46%

of pupils showcased
improved knowledge
levels post-engagement
with the Schools
Programme

76%

improvement in both mental
and physical health aspects
in survivors' lives after
participating in the
Freewheel Programme

THE TRANSFORMATIVE POWER OF YOUR INPUT

100%

of teachers had their
expectations met or
exceeded

"Since we have established a really strong link with Ride For Freedom, we have found that our children have developed their awareness of modern-day slavery. It is a privilege to be part of this mission to combat and end human trafficking."

Michael Kaitell, Headteacher & Deputy Designated Safeguarding Lead, Hunters Hall Primary School

22%

of children experienced
cycling for the first time

20%

"I feel much more confident on my bike now than I did at the start of the day. The confidence is going to carry across to other aspects of my life."

increase in confidence
level after attending the
Freewheel Programme

OUR APPROACH - 360 DEGREE APPROACH

Ride For Freedom takes a 360-degree approach within the context of global modern slavery, by harnessing the universal appeal and power of cycling to advocate, educate and collaborate to end the heinous crime and to remediate to survivors and engage multiple stakeholders to create a comprehensive and effective response.



OUR APPROACH - 360 DEGREE APPROACH

Survivor Empowerment

The Freewheel Empowerment Programme focuses on empowering survivors of modern slavery by providing them with bicycles, accessories, and cycling training. This approach addresses the immediate needs of survivors, offering them tangible tools for mobility, independence, and physical well-being.

Preventative Education

The Schools Prevention Programme targets children in East London, educating them about modern slavery prevention. By raising awareness and equipping young minds with the knowledge to identify and respond to signs of modern slavery, Ride For Freedom contributes to breaking the cycle of exploitation and vulnerability.

Community Engagement

Through collaborative efforts within the communities of Barking and Dagenham and the West Midlands, Ride For Freedom fosters a sense of solidarity and collective responsibility in addressing modern slavery. By involving schools, local organisations, and residents, the programme creates a supportive environment for survivors and a vigilant community against exploitation.

Advocacy and Policy

Ride For Freedom's initiatives serve as a platform for advocacy and policy dialogue on modern slavery at both local and global levels. By sharing insights, best practices, and success stories, the programme contributes to shape policies and interventions aimed at combating modern slavery worldwide.

OUR APPROACH - 360 DEGREE APPROACH

Research and Evaluation

Continuous monitoring, evaluation, and research are integral components of Ride For Freedom's approach. By assessing the impact of their programmes on survivors, children, and the community, Ride For Freedom gathers valuable data to inform future interventions and contribute to evidence-based practices in the global fight against modern slavery.

International Cooperation

Recognising the interconnected nature of modern slavery, Ride For Freedom engages in international cooperation and information-sharing efforts, notably in the USA and Nigeria in 2023. By learning from and collaborating with organisations and initiatives worldwide, Ride For Freedom contributes to a global movement for the eradication of modern slavery.

Partnerships and Collaboration

Ride For Freedom actively seeks partnerships with government agencies, NGOs, academia, and businesses to leverage resources, expertise, and networks in tackling modern slavery. By collaborating with diverse stakeholders, the programme strengthens its reach and effectiveness, creating a unified front against exploitation and trafficking.

ADVOCATE

The Show A Red Card campaign stands as a pivotal cornerstone in our ongoing efforts to address the pervasive issue of human trafficking within the global football community. Across four continents, this campaign embodies our unwavering dedication to shedding light on the dark realities of exploitation and driving meaningful change.

The campaign has sparked crucial conversations and raised awareness among stakeholders at every level of the football ecosystem. By amplifying the voices of survivors and advocating for accountability, we have catalysed a collective commitment to combatting human trafficking within the sport.

Our collaborative partnerships and innovative initiatives have yielded tangible results, fostering a culture of vigilance and responsibility across diverse football networks. From grassroots organisations to international governing bodies, the Show A Red Card campaign has galvanised support and propelled substantive action toward eradicating human trafficking from the game we cherish. In 2023, our collaboration extended to Leicester City, Oakland Roots, Angel City, and San Diego Wave, enhancing our connections with multiple professional football clubs in England and Germany and thereby expanding our influence and outreach.

The Show A Red Card campaign is a testament to our collective commitment to justice, integrity, and social responsibility within the global football community. As we reflect on our achievements and challenges, we renew our pledge to continue this vital work and make lasting strides toward a future free from exploitation.



Few initiatives are as professionally rewarding as those encapsulating children's enthusiasm, wonder, and potential. The Ride For Freedom Schools Programme piloted throughout 2023 in Barking and Dagenham, East London, has far exceeded expectations and inspired our team's commitment to providing pupils with preventative education about modern slavery through the lens of cycling.

We confront formidable challenges in the borough of Barking and Dagenham, where income deprivation looms large, particularly among the youngest citizens. Acknowledging the intricate link between poverty and modern slavery, the Ride for Freedom Schools Programme emerges as a beacon of hope, steadfast in its commitment to education as a cornerstone of prevention.

Through a dynamic blend of interactive assemblies and engaging cycling activities, our programme serves as a catalyst for empowerment among pupils in Key Stages 1 and 2. By equipping them with the tools to recognise, safeguard, and identify signs of modern slavery, we not only arm our youth with knowledge but instil in them a profound sense of agency and resilience.



In the simple yet profound act of riding static bikes, we have woven a tapestry of liberation, offering glimpses of the freedom that awaits those who break the chains of exploitation. In the hearts of 1,886 Key Stage 2 children, we have ignited the flames of physical vitality, nurturing bodies and spirits alike.

EDUCATE

81%

**of Head Teachers would
recommend the
programme**

These young minds now grasp critical concepts such as freedom, rights, and exploitation, empowering them to become advocates for human rights within their communities. Remarkably, the programme has seen a remarkable surge in Modern Slavery Ambassadors, indicating a profound shift in student awareness and engagement.

Moreover, the programme has had unforeseen yet invaluable effects, including educating teachers about modern slavery and inspiring headteachers to champion its dissemination throughout the borough. This grassroots momentum underscores the transformative power of education in combatting exploitation.

The resounding success of the pilot programme, coupled with the enthusiastic interest from additional schools, validates the imperative to expand its reach across Barking and Dagenham and potentially nationwide. While there are ongoing refinements and learnings to enhance the programme's impact, the groundwork has been laid for its scalable implementation.

At the conclusion of the pilot programme, we invited the headteachers and teachers to complete a survey that received an overall satisfaction rate of 91%; 100% had their expectations met or exceeded, and 81% would recommend the programme to others. The Ride For Freedom Schools Programme is a testament to education's potential to ignite change, foster resilience, and pave the way for a future free from exploitation.



COLLABORATE

Collaboration is at the heart of Ride For Freedom's mission. We strongly believe that collaborating with partners, communities, and stakeholders can magnify our influence and effect positive change on a global scale.

Our cycling events provide a powerful platform for collaboration, bringing together individuals, organisations, and communities who are united in the fight against modern slavery. In 2023, we organised two significant rides to raise awareness: the Basque Country Tour and the California Tour. These events provided opportunities for collaboration with sports enthusiasts and advocacy groups, fostering partnerships that enhanced our outreach and engagement efforts.

We also collaborated with corporate partners to host two successful fundraising events in 2023. The "Biffa and Ride For Freedom Working Together" event aimed to raise awareness and funds to support our mission. Additionally, Aviva hosted "Rides For Freedom," a corporate cycling event that brought together employees to demonstrate their strong commitment to supporting the human rights and anti-modern slavery agenda through action and raising awareness.

Our flagship fundraising event, Cycle Revolution, continues to be a yearly event where everyone comes together to raise awareness and vital funding for our cause. In 2023, we witnessed remarkable support as critical funding was secured for 84 pre-loved bikes, symbolising solidarity and commitment to our mission. This event exemplifies the power of collaboration and collective action in driving positive change.

As we reflect on our collaborative endeavours, we are inspired by the collective impact we have achieved together. By continuing to collaborate with partners and stakeholders, Ride For Freedom remains committed to driving change, raising awareness, and creating a world free from modern slavery.



REMEDIATE

90%

**improvement in Freewheel
participants' cycling
abilities**

In 2023, the transformative power of the Freewheel Programme by Ride For Freedom ignited hope and empowerment among survivors of modern slavery. With unwavering dedication, the programme allowed its participants not just bicycles and accessories but a gateway to newfound freedom and independence. Through rigorous cycling training aligned with the national Bikeability standard, individuals embarked on a journey of self-discovery and resilience. This journey culminated in a remarkable 76% improvement in survivors' mental and physical health, highlighting the significant influence of consistent physical activity and community involvement on their holistic well-being and path to recovery.

The participants experienced a remarkable average improvement of 18% across three crucial categories: mental health, physical health, and cycling ability. This programme has not only demonstrated overall enhancement throughout the year but has also wielded a profoundly positive impact across all hubs:

- A staggering 24% in West Midlands
- An impressive 20.5% in Barking and Dagenham
- A commendable 7.25% in Harrow pop-up session



REMEDiate

A significant improvement of 9% in their cycling ability was observed across all hubs, with experience and confidence soaring by 20%, underscoring the intrinsic connection between the two. Moreover, the cycling frequency among participants surged by an astounding 40%, indicative of the programme's capacity to inspire increased engagement and foster a more profound affinity for cycling.

In the realm of mental health, participants experienced a significant uptick of 6.5% across all hubs, with anxiety and stress levels plummeting by 15% and an overwhelming majority reporting feeling 10% calmer post-programme completion. These results highlight the programme's efficacy in alleviating mental distress and cultivating a sense of serenity and well-being among participants.

Buoyed by the resounding chorus of positive feedback, we are propelled forward with renewed vigour and purpose. The stories of resilience and transformation fuel our determination to nurture and expand the Freewheel programme into 2024 and beyond. Ride For Freedom remains steadfast in its mission to uplift survivor outcomes, fostering a brighter future for all touched by its transformative embrace. We embark on a journey of empowerment, solidarity, and boundless possibility.

40%

increase in cycling
frequency

*"I enjoyed a lot with all
team members. It is a
brilliant day for my life.
Thanks to everyone."*

Freewheel Participant



GLOBAL MISSION

Ride For Freedom is dedicated to its global mission of combating modern slavery, with a strategic focus on regions where this abhorrent practice is most prevalent. In 2023, we took significant steps towards achieving our goals, including establishing Ride For Freedom Inc as a tax-exempt 501(C)(3) non-profit organization in the USA. Our decision to register in California, the state with the highest number of modern slavery victims in the nation, underscores our commitment to making a tangible difference where it matters most.

Our proactive outreach efforts commenced in October, as our founder embarked on a grueling 750-mile cycling journey from the Bay Area (San Francisco) to San Diego via Los Angeles. Gordon's dedication was evident as he attended 11 meetings, engaging with 33 individuals from the anti-trafficking sector and representatives from professional football clubs such as Oakland Roots, Angel City, and San Diego Wave. His mission was twofold: to shed light on the pervasive issue of trafficking in soccer and to promote our impactful #ShowARedCard campaign.

Furthermore, our efforts extended beyond US borders with the establishment of a dynamic pilot schools program in Nigeria, West Africa. Spearheaded by Ride For Freedom country representative, Etim-Etim Akpan, this initiative is designed to educate and empower children about the scourge of modern slavery. The program's primary focus thus far has been on raising awareness among young people about the harrowing reality of human trafficking in football. Shockingly, the 2020 USA Government TIP report revealed that this issue impacts an estimated 15,000 youths annually in West Africa alone. These vulnerable individuals are lured by the false promise of trials with European football clubs, only to be ensnared in a web of exploitation, trafficking, and forced criminal activities.



ONLINE SOCIAL PRESENCE

In the vast expanse of the online world, our voice knows no bounds. Leveraging the dynamic platform of social media, we've catalysed a global movement, sparking dialogue and nurturing a cohesive community united by a common vision.

Our online presence has soared to unprecedented heights over the past year, leaving an enduring imprint on the digital landscape. Garnering over 100,000 impressions across various social media platforms, our message has traversed previously uncharted territories, leaving behind a trail of inspiration and empowerment.

Yet, raw statistics fail to fully capture the profound impact we've made. Behind each impression lies a narrative—a tale of transformation and awareness. With every interaction, be it a like or a share, our community fortifies, steadfast in our pledge to effect change incrementally.

As our followers have multiplied, so has our collective voice—a resounding echo of passion, purpose, and resolute determination. Together, with our growing community we stand as beacons of hope, guiding the way to a future where freedom reigns supreme and humanity thrives.

We've carved out a digital space for truth, justice, and the relentless pursuit of a better tomorrow. Our journey persists, fuelled by the infinite power of social media to magnify our influence and ignite the flames of transformation.

With each engagement, be it a like, comment, or share, we reaffirm our dedication to freedom and the tireless pursuit of a world where all can live, love, and dream without fear or restraint.

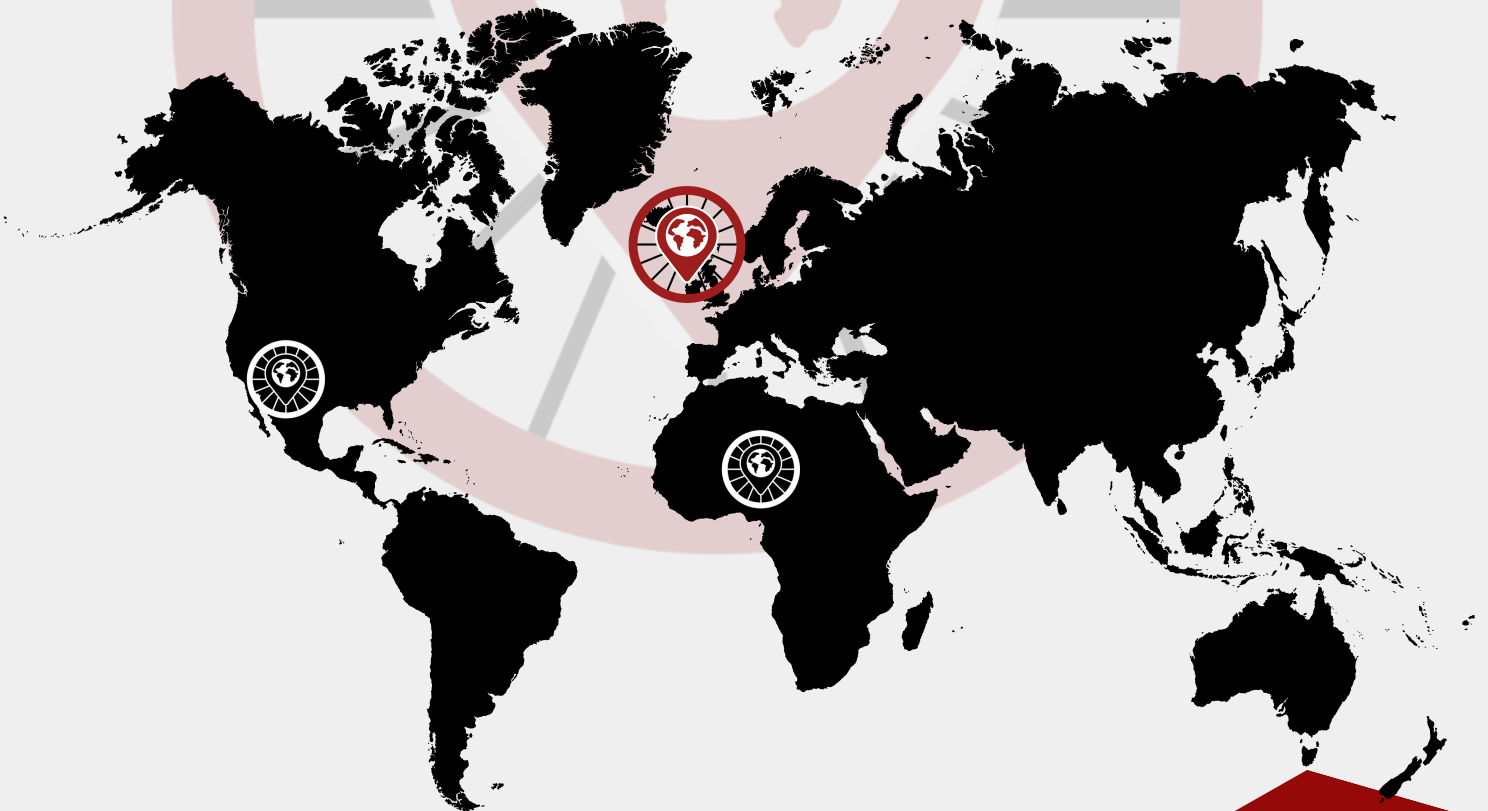


PLANS FOR THE FUTURE

Ride For Freedom's 2024 ambition, within the U.K., is to propel forward with unyielding passion and fervour, expanding the reach and impact of our integrated programme to embrace and empower more survivors and children in East London and across the West Midlands.

Our enthusiasm extends beyond the U.K. We embrace engagements in every continent with a specific focus on growing our presence in the USA (where we have established 501(C)(3) status, registered in California) and West Africa (where we have begun to evolve our impactful Schools Programme in Nigeria).

With hearts ablaze and wheels set in motion, Ride For Freedom's dedicated team passionately and steadfastly embarks on a committed journey of empowerment, enlightenment, and transformation, lighting the way towards a brighter, freer tomorrow for all.



GOVERNANCE AND MANAGEMENT

At Ride For Freedom, we are committed to upholding the highest standards of governance, transparency, and accountability in all aspects of our operations. Our governance and management practices are designed to ensure that we effectively steward the resources entrusted to us, uphold the integrity of our mission, and maximise our impact.

Board of Directors and Leadership Team:

Our Board of Directors comprises individuals with diverse backgrounds and expertise, all dedicated to advancing our mission. They provide strategic guidance, oversight, and accountability to ensure our programmes and initiatives align with our core values and objectives. Our leadership team, comprised of experienced professionals, oversees our programmes' day-to-day operations and implementation.

Governance Structure:

Ride For Freedom operates under a robust governance structure that ensures effective decision-making, accountability, and compliance with legal and regulatory requirements. The governance structure includes:

- Regular board meetings to review organisational performance, financial reports, and strategic initiatives.
- Clear delineation of roles and responsibilities between the board of directors, leadership team, staff, and volunteers to promote clarity and accountability.

Policies and Procedures:

Ride For Freedom has developed comprehensive policies and procedures to guide our operations and ensure compliance with legal and ethical standards. Our Safeguarding Adults policy outlines our commitment to protecting vulnerable individuals, including survivors of human trafficking, from harm and exploitation. The Complaints policy provides a transparent and accessible process for stakeholders to raise concerns or grievances. Additionally, our Diversity, Equity, and Inclusion (DEI) policy underscores our commitment to fostering a culture of respect, inclusion, and equity within our organisation and the broader community.

GOVERNANCE AND MANAGEMENT

Fundraising Regulator:

Ride For Freedom is proud to be a registered member of the Fundraising Regulator. As a member, we adhere to the highest fundraising ethics, integrity, and transparency standards. We are committed to ensuring that our fundraising practices are conducted in a manner that inspires trust and confidence among our donors, supporters, and partners. By adhering to the Fundraising Regulator's Code of Practice, we strive to maintain the highest level of accountability and integrity in all our fundraising activities.

Risk Management:

We recognise the importance of proactive risk management in safeguarding our stakeholders' interests and ensuring our organisation's long-term sustainability. Ride For Freedom conducts regular risk assessments to identify potential threats and vulnerabilities to our operations, programmes, and reputation. We have implemented robust internal controls, monitoring mechanisms, and mitigation strategies to address identified risks and minimise their impact on our mission and objectives.

Strategic Planning and Evaluation:

Our governance and management practices are guided by a strategic planning framework that aligns our goals, priorities, and resources with our mission and vision. We regularly review and evaluate our strategic objectives, programme outcomes, and organisational performance to assess progress, identify areas for improvement, and make informed decisions about resource allocation and programmatic priorities.

*Thank you for taking the time to review
our Annual Impact Report. If you're
interested in supporting Ride For Freedom,
please don't hesitate to get in touch.*

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THE RIDE FOR FREEDOM TEAM