

# Annual Impact Report

2024



**RIDE FOR  
FREEDOM**  
END MODERN SLAVERY

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# Acknowledgement

We extend our deepest gratitude to all individuals, organisations, and stakeholders whose unwavering support and dedication have been instrumental in achieving the milestones outlined in this Annual Impact Report. Your commitment to our mission and vision has been a driving force in creating meaningful change and making a lasting difference.

A heartfelt and special thank you to Challenge - Trg Group for their steadfast partnership, Aviva for their generous donation, and Tyler Grange for their invaluable contribution, which made the Freewheel session possible. We also extend our sincere appreciation to Halfords, whose continued support for the Freewheel programme through the provision of accessories has been truly invaluable. Your generosity, belief in our mission, and commitment to driving change have been transformative, enabling us to make a lasting impact.

We are also incredibly grateful to every member of these organisations who has fundraised and raised awareness about modern slavery. Your dedication has been instrumental in amplifying our cause, ensuring that more people understand the importance of this issue and take action to create a fairer, safer world.

Above all, this achievement is a testament to the power of community—a reminder that we are stronger together, united in purpose and driven by a shared commitment to justice and positive change.

Finally, to our donors, supporters, and advocates—thank you for your generosity, advocacy, and unwavering belief in our mission. Your support continues to empower us to expand our reach and deepen our impact. Together, we are creating a future where freedom, dignity, and justice prevail.



# Welcome

2024 was a year of achievement, resilience, reflection, and recalibration. Against the backdrop of a challenging global economic climate, which has had consequences for all third sector organisations, Ride For Freedom CIC has focused on maximising its impact across four key pillars: Advocacy, Education, Collaboration, and Remedy. While some headline numbers may have fallen short of last year's performance, the outcomes, stories, and influence achieved tell a meaningful and inspiring narrative.

Focusing on 2025, we have made the difficult but necessary decision to recalibrate and focus our programmatic activities in the London Borough of Barking and Dagenham, while maintaining our broader advocacy work, both on and off the bicycle. Our passionate and dedicated team's commitment to advocate, educate, and collaborate to end modern slavery and remediate to empower survivors is unwavering. The decision ensures Ride For Freedom remains aligned with its mission and facilitates regrouping for greater impact at a more targeted level.

Thank you for your continued support as we embrace the opportunities that lie ahead. Please do reach out to us if you'd like to explore how a collaboration with Ride For Freedom will not only demonstrate your individual and corporate commitment to anti-slavery, but also make a significant difference to the collective endeavour to advocate and educate to end modern slavery and provide remedy to enhance the lives of survivors of the heinous crime of modern slavery.

Gordon Miller  
Founder & Chair



# Our 360 degree approach

## SURVIVOR EMPOWERMENT

The Freewheel 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 community of Barking and Dagenham, 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.

## 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.

## 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.

# Advocate

The Show A Red Card campaign serves as a key pillar in our relentless efforts to tackle the pressing issue of human trafficking. This campaign exemplifies our unwavering commitment to exposing the dark realities of exploitation and driving meaningful change.

We are profoundly grateful to MorePeople for their generous sponsorship, which funded the production of Ride For Freedom red cards in 2024. These red cards were instrumental in the Wales Tour, where we highlighted the critical connections between climate change and modern slavery. The tour shed light on how climate change exacerbates vulnerabilities, forcing individuals into exploitative conditions—including within industries connected to the football supply chain.

Additionally, the campaign was prominently featured at the Africa Cup of Nations (AFCON) in Côte d'Ivoire, raising awareness on a global stage and igniting a powerful call to action against human trafficking.

The activation of the #ShowARedCard campaign at AFCON not only symbolised Ride For Freedom's dedication to combatting human trafficking in African football but also showcased the strength of collective action. Leveraging the unparalleled platform of Africa's premier football competition, we orchestrated a multifaceted initiative that resonated with fans, clubs, and football associations, creating a united front against this insidious crime. By engaging diverse stakeholders, the campaign made every participant a vital part of the movement for change.



# Advocate

## Smiley Charity Film Awards

Ride For Freedom's recognition as a finalist in the Smiley Charity Film Awards is a remarkable achievement, especially as it was determined through a public vote. This recognition underscores the powerful connection Ride For Freedom has forged with its supporters and the broader community. The public's choice to nominate the organisation highlights the widespread appreciation for its efforts to raise awareness and drive change in the fight against modern slavery. The nomination not only celebrates the hard work and dedication of the team but also amplifies the voices of those who stand with the cause, demonstrating the collective power of the public in supporting meaningful change.





# Educate

Education is a powerful catalyst for change, and at Ride For Freedom, we firmly believe that knowledge is the first step toward dismantling the systems that perpetuate modern slavery. Our Schools Programme has been essential to our strategy, providing young minds with the tools to recognise and act against this atrocity.

The Schools Programme during the Wales Tour had a profound impact, raising awareness of critical social issues like modern slavery, climate change, and County Lines. Students grasped complex connections, such as how climate change increases vulnerability to exploitation, and older students showed strong awareness of County Lines risks. Most importantly, the programme inspired action, empowering students to engage with these issues meaningfully.

The Schools Programme has been a resounding success, laying the foundation for a generation that is not only aware of the world's most pressing issues but is also ready to take action and lead change. The powerful combination of education, engagement, and empowerment has proven to be essential in nurturing informed, socially responsible young people. In a follow-up with Race and Social Justice Ambassadors from Hunters Hall Primary School, they have shown impressive retention of knowledge. Its impact will undoubtedly continue to resonate for years to come.

## 89%

demonstrated a clear understanding of modern slavery

## 89%

were aware of the signs of SUITS

## 91%

understood the dangers of County Lines

## 100%

correctly identified the meaning of freedom

## 93%

understand the correlation of climate change and modern slavery

## 100%

Committed to share awareness, about County Lines and modern slavery.

# Educate

Our collaboration with corporate partners, such as Challenge - Trg Group and Tyler Grange, has further amplified Ride For Freedom's educational mission. We've empowered them by delivering engaging and impactful workshops and webinars, equipping them with the knowledge needed to stand up for freedom and justice.

At Tyler Grange, we delivered a Modern Slavery Awareness Workshop that saw a remarkable 54% increase in understanding of reporting procedures. In comparison, awareness of the link between modern slavery and climate change surged from 36% to 84%. This highlights the profound impact of corporate education, as employees gained vital knowledge and the tools to fight against modern slavery.

The **"Hear the Voices, Understand the Reality"** webinar provided a powerful platform for learning, drawing over 200 Challenge-Trg Group employees. At the heart of this initiative was the voice of a survivor—their lived experience transforms statistics into stories and awareness into action.

We expanded our reach by amplifying these powerful narratives, fostering a deeper understanding of exploitation and its devastating impact. Education is the catalyst for change, and through corporate engagement, we are equipping individuals with the knowledge and tools to recognise, respond to, and actively advocate against modern slavery.

As the survivor powerfully stated: **"If you have any suspicions, just act!"**

These words serve as a call to action—reminding us that every individual has the power and responsibility to intervene. Through continued awareness and collaboration, we build a future where survivor voices drive real, lasting change.



# Collaborate

Collaboration lies at the very core of Ride For Freedom's mission. United in purpose, we firmly believe that by joining forces with partners, communities, and stakeholders, we can amplify our impact and drive transformative change. Together, we can forge powerful alliances that transcend borders, magnifying our collective efforts and igniting lasting, meaningful change that resonates far and wide.

During Ride For Freedom's annual Cycle Revolution fundraising event, held during Anti-Slavery Week, we achieved something extraordinary—covering over 8,500 miles virtually, from Zimbabwe to the UK, as a powerful symbol of solidarity against modern slavery. This was more than just a physical journey; it was a bold stand, uniting over 150 participants from nine organisations with a shared, unwavering purpose to combat exploitation.

What made this campaign even more impactful was the diversity of those involved. In partnership with Keele University, over sixty participants from across the globe, including students, staff, and refugees, came together with one common goal: to end modern slavery. Representing nations as diverse as China, Germany, Sudan, and the UK, these voices and experiences reflected the global nature of the fight for freedom. United in purpose, we demonstrated that when we stand together, there is nothing we cannot achieve. This event was a powerful reminder that our united action is the key to dismantling the grip of modern slavery and driving lasting, transformative change.





# Collaborate

## *It's Never Too Late to Make a Difference*

Collaborating with the Aviva team highlighted an important truth — it's never too late to make a difference. Although, due to timing challenges, they were unable to join the Cycle Revolution, they refused to let that hold them back. Instead, they organised a powerful and impactful event within their office, raising awareness of modern slavery through a bake sale and quiz. Their initiative serves as a reminder that every effort, no matter the size, contributes to the fight against modern slavery. It's proof that we can all make a meaningful impact in our collective journey toward lasting, transformative change, no matter when or how we choose to get involved.





# Collaborate

## *Ethical Threads: Partnering for Transparency in Fashion*

Ride For Freedom was honoured to be invited to collaborate with Long Run Club in producing a report on modern slavery within the fashion industry. This collaboration marks a significant step forward in the fight against exploitation, shining a much-needed light on the complexities of modern slavery that often go unnoticed in the fashion supply chain. We at Ride For Freedom are incredibly proud to witness the growing recognition of this issue by leading organisations, as they begin to prioritise the fight against modern slavery as a key component of their sustainability strategies. This partnership not only strengthens our mission but also demonstrates the crucial role that businesses can play in creating ethical, transparent supply chains. It is a pivotal moment in shifting the industry towards greater responsibility and fairness, and we are excited to be part of this vital movement.



# Remediate

The Freewheel Programme has proven to be a beacon of transformative change for survivors of modern slavery. Through resilience and dedication, the Freewheel Programme has provided immediate support and fostered long-term change for those it serves.

This year, the programme has empowered 10 survivors, equipping them with Bikeability training, a bicycle, and essential accessories generously donated by Halfords. These tools are more than just a means of transport—they represent freedom, mobility, and a renewed sense of self-reliance.

Ride For Freedom was privileged to reconnect with two programme participants, witnessing firsthand this initiative's profound and lasting impact. Individuals who once faced unimaginable hardship are now forging their paths toward independence, empowered by the opportunities and support provided through the Freewheel Programme.





# Remediate

The testimonials we've gathered will speak volumes about the true power of the Freewheel Programme. They highlight the profound transformation experienced by those who have taken part—individuals who have reclaimed their lives, regained their confidence, and are now ambassadors of their journeys. These personal stories are a testament to the programme's ability to restore dignity, ignite self-belief, and provide a pathway to freedom, proving that the impact of Freewheel goes far beyond just cycling. It is a catalyst for lasting change and empowerment.

"After participating in the Freewheel programme, **I feel confident** and more comfortable. Before, I would find riding on the street terrifying, but now I always look forward to biking, whether to go somewhere or **have a mental breather and calm my nerves**. It means so much to me, and being given a nice bike with full equipment **made me feel valued as a human being**."

- AVJESP, Service User, Freewheel Programme 2024 (6 months after taking part)

"From the very first day of the Freewheel Programme, the training with the instructors was incredibly helpful. It has made such a difference to me—**both physically and mentally**—giving me a real **boost in confidence and inner strength**. I truly enjoyed the experience and felt so happy! I hadn't been on a bike for 36 years, and having this opportunity **was a privilege**. I was amazed that I could still ride, though I know I need more practice—especially when it comes to signalling with one hand on the road!

I'm incredibly grateful to Ride For Freedom for their support. I have **gained valuable skills** which have **transformed my daily life in the last few months**."

-M, Freewheel Service User 2024 (6 months after taking part)

# Online Presence

Ride For Freedom, a small yet impactful non-profit organisation, is steadily growing its social media presence, demonstrating a commitment to increasing awareness, engagement, and impact. This report outlines key performance metrics for LinkedIn and Instagram in the first and second halves of 2024. Despite the organisation's size, the data highlights how Ride For Freedom is becoming a stronger voice in its sector—showcasing improvements that reflect its ability to connect with audiences.

**LinkedIn** is one of the primary platforms for Ride For Freedom, and its performance metrics underscore significant growth.

- **Impressions** grew by 18.6%, totalling 38,439 for 2024. This consistent increase shows expanding visibility and relevance among LinkedIn's professional audience.
- **Unique Impressions** reached 19,700 accounts, despite a noticeable decrease in the year's second half, this shift highlights re-engagement and a more profound connection with Ride For Freedom's core audience.
- **Clicks** rose by 5.1%, from 630 to 662, indicating sustained interest in the content being shared.
- **Reactions** increased significantly, up 13.2%, from 870 to 985, signalling that Ride For Freedom's posts resonate emotionally with audiences.
- **Comments** surged by an impressive 48.3%, from 60 to 89, pointing to increased conversations around Ride For Freedom's mission.
- **Reposts** grew by 29.6%, showing audiences find Ride For Freedom content shareable and valuable.
- **New Followers** increased by 11.1%, contributing to 909 total followers.

# Online Presence

**Instagram** has been another pillar of growth for Ride For Freedom, helping the organisation connect with a broader audience through visual storytelling.

- **Views** increased by 15.2%, from 10,500 in the first half to 12,100 in the second half, showcasing expanded content visibility (22,600 for the whole year).
- **Reach** more than doubled, growing by 113%, from 1,500 to 3,200, indicating Ride For Freedom's content is reaching new and diverse audiences.
- **Content Interaction** improved by 7.4%, reflecting strong audience engagement with posts.
- **New Followers:** Ride For Freedom has 326 followers.

*Small Organisation, Big Impact*

## *Why Ride For Freedom Stands Out*

As a small non-profit, Ride For Freedom operates on limited resources, yet the data reflects a determined and resourceful approach to social media growth. This performance is a testament to the organisation's ability to:

- Create engaging content that connects emotionally with audiences.
- Build meaningful relationships through professional platforms like LinkedIn.
- Reach a broader audience on Instagram despite a smaller follower base.

# Governance and Management

In 2024, the Ride For Freedom board played an integral role in supporting the organisation in its mission to empower survivors of modern slavery and raise awareness through impactful initiatives. However, towards the end of the year, due to financial constraints and the need for the agreed operational reset, as detailed in the welcome, the decision was made for the board to step down.

To ensure continuity and stability, Gordon Miller, the CEO and founder transitioned to the role of Chair, providing strategic oversight, while Vicky Hvartchilkova, the Project Manager and Safeguarding Lead, was promoted to Chief Operating Officer (COO) to lead day-to-day operations. Ride For Freedom remains committed to its mission as a Community Interest Company (CIC), continuing to deliver meaningful change.

Ride For Freedom continues to uphold the highest standards in safeguarding practices, undertaking annual training, to ensure the safety and well-being of everyone involved in its work. Additionally, we are proud to be registered with the Fundraising Regulator, demonstrating our commitment to transparent and ethical fundraising practices.



Registered with  
**FUNDRAISING  
REGULATOR**

# Thank you for taking the time to review our Annual Impact Report.

There are many ways to support Ride For Freedom and make a meaningful impact.

Here's how you can get involved:

[Sponsor the Schools Programme](#)

[Sponsor the Freewheel Programme](#)

[Organise a webinar](#)

[Organise a Bespoke Bike Ride](#)

[Join the Flandrien Challenge](#)

[Sign up to Cycle Revolution 2025](#)



[INFO@RIDEFORFREEDOM.ORG](mailto:INFO@RIDEFORFREEDOM.ORG)

[RIDEFORFREEDOM.ORG](https://www.rideforfreedom.org)

 [RIDEFORFREEDOM](https://www.facebook.com/rideforfreedom)

 [RIDE FOR FREEDOM](https://www.linkedin.com/company/rideforfreedom)

 [RIDEFORFREEDOM2](https://www.instagram.com/rideforfreedom2)

**The Ride For Freedom Team**