

The Artemis Charitable Foundation



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Introduction



Welcome to our Foundation review for 2024. 2024 was another busy year filled with events, fund raisings and continued charity engagement. It was also another year where the forces of nature and man created more strain on the charity sector.

Whilst there was no major event this year, Artemis colleagues were busy with a variety of smaller fundraisers. Kindred Advocacy, our charity of the year, benefitted from Fundraising February and our May Way Walk down the East Lothian coast. Our London colleagues took part in our summer Olympics in Hyde Park, though there was little for the British Olympic team to fear in terms of competition! But they raised much needed funds for several sports-related charities. And the two quiz nights continue to grow – which I think says a lot about the quality of our quizmasters: Euan and Jon.

Our growing relationship with Kids Operating Room developed further in 2024. We like the focus of the model as it continues to open paediatric operating theatres across Africa and other under-served countries. At an average cost of around £75 an operation, the charity is transforming lives in parts of the world where there is little access to paediatric care. Three of our colleagues travelled to Rwanda and helped with the installation of a new operating theatre. They heard first-hand how these facilities were badly needed. Five of our colleagues then ran the New York marathon to raise funds for the charity – raising enough to finance over 400 operations. And to finish off the year, we hosted a fundraiser in our Edinburgh office to highlight the great work KidsOR undertakes. The development of this relationship typifies the kind of engagement we like with our charity partners.

Our London office hosted a very well-attended evening for Shivia and it was great to welcome Joe and Chandrani from the charity instead of them hosting us in India. We are fortunate enough to have great office space and this allows some of our charity partners to present to a wider audience. We also hosted several 'lunch and learns' that allowed colleagues to hear directly from the charities themselves.

We met several interesting new charities throughout the year. Bags of Taste is right in the centre of the current education around ultra-processed foods. As continued evidence emerges of some of the potential negatives from the overconsumption of these foods, the charity seeks to support and develop the skills of disadvantaged people through cooking from basic ingredients. Bookbanks continues our increasing focus on reading at all levels. Using the infrastructure of foodbanks, Bookbanks adds another dimension to the visit with the opportunity to benefit from the joy of reading. Our partnership with Chapter One is working well, with 16 colleagues reading once a week to children who require some further help with reading. The benefits of this early-stage intervention in a child's development were brought home following a lunch and learn with The Reach Foundation. The social and economic cost of allowing the attainment gap to grow is profound.

Next year we welcome Go Beyond as our new charity of the year. Voted on by colleagues, this charity offers holidays to children aged 8 to 13 who have come from a variety of backgrounds. Its current two facilities can cater for 1,000 children a year and it hopes with some extensions to take that to 1,500. We look forward to running, cycling and other activities in raising both money and the profile of this great charity.

I would like to finish up with some thank yous. Firstly, to my fellow Trustees who work tirelessly to find the most effective charities out there. The UK charity sector has 170,000 charities and while all have good intentions, some are more effective than others. They approach their roles with enthusiasm and vigour and are always to be seen leading on our various activities. I would also like to welcome Rory Barton as our newest Trustee. Rory has already established himself as an active participator in all events and was one of our New York marathon runners. I would like to thank Emma for her hard work during the year. There is always a lot going on behind the scenes and Emma continues to deliver. Finally, I would like to thank all our colleagues for taking part in the myriad of fundraising and volunteering activities. Our Trust Deed sets out that the Foundation is set up to execute the wishes of our colleagues in the charity sector. Our Foundation and charity partners benefit from the significant participation of those colleagues. As noted many times before, the level of participation says a lot about the culture of our business.

I look forward to spending time with everyone next year as we continue to support our charity partners.

Derek Stuart
Chairman Artemis Charitable Foundation

*How
we made a
difference*

IN 2024

A SPECIAL MILESTONE

In 2024, the Artemis Charitable Foundation celebrated a very special milestone.

Since 2007, the Foundation has raised over **£14.5 million** for a wide range of charities both in the UK and Internationally. This is a fantastic achievement, one which each member of staff can be very proud of.

Thank you to everyone who has contributed to the Foundation's activities over the years, you have all made this possible.



**£14.5
MILLION**

DONATED TO
OUR CHARITIES
SINCE 2007



50 ARTEMIS COLLEAGUES
VOLUNTEERED
WITH **PARTNER**
ORGANISATIONS



OVER **£110,000***
RAISED BY COLLEAGUES THROUGH
FUNDRAISING
CHALLENGES



OVER **£745,000**
DONATED TO
125 CHARITIES



182 ARTEMIS
COLLEAGUES
TOOK PART IN **CHARITY**
CHALLENGES



OVER **£85,000**
GIVEN BY COLLEAGUES VIA
GIVE AS YOU EARN

*Figure includes donations from the Artemis Charitable Foundation in support of colleagues fundraising efforts throughout the year.

Health



SANEline Volunteer. SANEline offers emotional support and guidance to anyone affected by mental health problems.

Photo credit: SANE

Core charities

The Artemis Charitable Foundation supports a wide range of charities each year, with its focus on 'core' charity partners in the areas of Health, Education, Poverty and the Environment. The Foundation works closely with these core charities, usually on a multi-year basis, to enable greater impact and a deeper understanding of their work.

With staff engagement at the heart of the Foundation's work, colleagues are given the opportunity to take part in various volunteering days, fundraising events and trips with our partner charities throughout the year.

SANE

SANE was established in 1986 to improve the quality of life for people affected by mental illness. The charity's vision is to help create a world in which there is no shame or blame surrounding mental illness, which should be treated with the same seriousness as physical health conditions.

The Foundation's support over the last 12 months enabled SANE to:

- Continue to combat stigma around mental illness and campaign to improve mental health services.
- Increase volunteer numbers through its volunteer training programmes.
- Upscale the support provided by their Call Back Service. Through this service, SANE provides people with a continuity of support that they cannot access elsewhere.
- Expand the reach of vital mental health support services across the country, allowing SANE to be there for those who have slipped through the net of the strained NHS mental health services.
- Grow the support provided to the SANE Creative Award Scheme, enabling more people to achieve their creative potential.

- Over the last 12 months SANE averaged over **1,500 contacts per month** across its support services. This is an increase of 37% from 2022/23 where they averaged 1,100 contacts per month.
- Across the last year, SANE has had over **18,780 points of contact** with people impacted by mental illness.

"Over the last year, The Artemis Charitable Foundation's contributions have helped increase SANE's volunteer force by nearly 60% delivering a staggering 18,000 hours of one-to-one support from someone enduring a psychotic episode to a mother bereft by the loss of their child. We are grateful to be partnered with an organisation that believes in what we do with a charity committee always ready to help when they can. We simply couldn't do it without them!"

Joanna Christophi
Chief Operations Officer at SANE

Mental Health Awareness Week

In collaboration with Artemis' Mental Health Workstream in May, colleagues in both our London and Edinburgh offices participated in a lunchtime walk during #MoveYourWayMentalHealthAwarenessWeek.

Volunteers from one of the Foundation's core charities, SANE, joined our walk in London raising £500.



Artemis colleagues take part in #MoveYourWayMentalHealthAwarenessWeek walk in May 2024, supporting SANE.

Kids Operating Room



David Ennett, Mark Niznik and Clare MacInnes complete an operating room installation at King Faisal Hospital in Kigali, Rwanda in September.

Photo credit: Kids Operating Room

Kids Operating Room specialises in creating world-class paediatric surgical facilities in low-resource settings, with each project uniquely designed to align with the local skill set. Its approach ensures that these facilities are not only highly functional but stand the test of time. Every project embodies Kids Operating Room's commitment to making high-quality, sustainable healthcare accessible to every child, regardless of where they live.

The charity works directly with ministries of health, local surgeons and their teams to transform operating rooms and pre-op and post-op rooms in their hospitals into dedicated spaces for children's surgery.

The problem, a reminder

Around the world, 1.75 billion children lack access to safe or timely surgical care. That's nine out of 11 children. Despite significant progress elsewhere in global health, mortality and morbidity from common conditions needing surgery have grown in the world's poorest regions.

Five times more people currently die from surgically preventable conditions than HIV, malaria and tuberculosis combined.

The lack of tailored equipment and knowledge to meet these needs has devastating consequences. Countless children are dying needlessly and having their childhoods stolen by treatable conditions. Missed surgical opportunities are also causing debilitating disabilities that can severely inhibit a child's ability to go to school and consequently reduce their employment prospects.

There is a global inequity in the burden of surgical conditions and the comparative access to surgical and anaesthetic care between high- and low-income countries. The World Health Organization recognises surgery as a cost-effective, inexpensive, indispensable and integral component of a functioning health system.

Kids Operating Room was created to fill this glaring gap.

Over the past 12 months, Kids Operating Room has **enabled 55,200 life-saving operations and prevented an estimated 938,400 years of disability**. Behind these figures are the stories of real children and real families whose lives have been transformed.

To date, Kids Operating Room has **installed 95 operating rooms in 34 countries**.

In 2024, the charity has installed 22 operating rooms across 15 countries. This work was made possible through the support of key partners like the Artemis Charitable Foundation.

Together we are:

- Creating new state-of-the-art operating rooms dedicated to children's surgery.
- Putting life-saving tools in life-saving hands: giving incredible surgeons and their teams the equipment they need to care for their own nation's children.
- Providing scholarships and training opportunities to local surgeons, anaesthetists, biomedical engineers and surgical teams.
- Advocating for surgery to be a healthcare priority.

"At Kids Operating Room, we are incredibly grateful for our partnership with the Artemis Charitable Foundation. Over the course of our collaboration, its trust-based, unrestricted support has empowered us to direct resources where they are needed most, helping us make meaningful strides towards ensuring every child can access safe surgery. The Artemis team's fundraising efforts, including running the New York City Marathon, have been extraordinary, while their participation in an operating room installation allowed them to see firsthand the transformative impact they are helping create for children and healthcare teams. We cannot thank Artemis enough for its belief in our mission and impact, and we look forward to continuing this impactful partnership for many years to come."

Garreth Wood
Co-Founder and Chair, Kids Operating Room



In September, three Artemis colleagues had the opportunity to join Kids Operating Room in Rwanda, completing an operating room installation at King Faisal Hospital in Kigali. David Ennett, Clare MacInnes and Mark Niznik represented Artemis on the trip, working closely with the Kids Operating Room team to ensure a seamless installation of equipment and artwork at the charity's 93rd paediatric operating room.

Kids Operating Room – Rwanda charity trip 2024

“David, Clare and I were fortunate to be selected by the Foundation to help with the installation of a new paediatric operating theatre with our core partner charity – KidsOR – at the King Faisal Hospital in Kigali, Rwanda in September. This was the 93rd installation of an operating room with signature brightly coloured animal and jungle-themed wall stickers that help reduce what must be a stressful situation for any child facing a surgical procedure.

As a final bonus, we were able to spend a couple of hours at another charity partner – Brass for Africa – at one of its projects in a poorer part of Kigali where Clare and David wowed us with their best African dance moves at the insistence of the Brass music teachers and child band members alike (videos available on request). Reflecting on what we had learned on the flight home, we hoped our relationship with KidsOR would continue so that it can carry on helping children across the world get life-changing operations that will not only stop their suffering but also allow them to become productive members of society.”

Mark Niznik

Rwanda is a beautiful country of rolling hills in the central African Rift Valley, which is perhaps best known for its gorillas but also the shocking genocide of 30 years ago. This left the country's 13 million people with huge economic challenges. For the 5 million children of Rwanda, it means there are only three paediatric surgeons in the entire country. We met Dr Axel who – assuming she passes her final exams – will shortly become Rwanda's fourth. The pressing need for these ORs and specialist staff is underlined by way of comparison with the US where there are over 100 paediatric surgeons for an equivalent number of children.

On arriving at the rather smart looking modern hospital in the centre of Kigali, we were put to work unpacking the 3000+ pieces of surgical equipment (costing £300k!) that go into one of KidsOR's theatres. Stanley – the team's bio-medical engineer – then set about testing the kit while we put up artwork on the walls (think Blue Peter sticky-back plastic for those old enough to remember!) It was lovely to see how the passing doctors and nurses reacted to their colourful new facility as we were busy sticking. There were numerous requests for sticking in other areas of the hospital. Seasoned veterans Scott and Sarah from KidsOR were packing extra vinyl for just this possibility – it was as if they'd done it before! That evening, we had dinner with the hospital management team who shared their expansion plans with us. For me, the highlight of the trip was the final morning of training for the surgeons, doctors, anaesthetists, nurses and ancillary staff as Stanley expertly guided them around all the shiny new kit they now had at their disposal. I will never forget the look on Dr Axel's face when she saw her new OR for the first time.



Poverty/Community UK



Anthony Luzio, Trudy James, Jamie Keeley, Julien Cuisinier, Alisa Denman, Daisy Waggett, Josh Passmore and Michael Browning volunteered with City Harvest.

Photo credit: City Harvest

City Harvest

City Harvest takes surplus food that would otherwise end up in landfill and redistributes it to people facing food poverty.

The charity has more than 375 partners across London, including food banks, schools and community groups. In London, the poverty rate is the highest in the UK at 30%, which rises to 53% for certain groups such as single parents. Shockingly, 2 million people in the city are facing food poverty, with food banks and charities feeling immense pressure given this rise in demand for their services.

Currently, there are as many food banks in the UK as there are Tesco stores, and twice as many as there are branches of McDonald's.

In the last 12 months, City Harvest has:

- Rescued 5,628 tonnes of surplus food which would otherwise have gone to waste.
- Provided £20 million worth of food to its community partners, allowing them to spend funds on their vital services.
- Delivered 13,400,282 meals to organisations serving vulnerable people across London.
- Prevented 13,036 tonnes of greenhouse gas emissions.
- Provided vital nutrition, with 50% of food delivered made up of fresh fruit and vegetables.

"The Artemis Charitable Foundation has been supporting City Harvest for many years, and we are hugely grateful for your continued support over the last 12 months. With food insecurity in London at such high levels, and children being affected by long-forgotten Victorian diseases like scurvy and rickets, City Harvest's work is more needed than ever. Your support this year has made an incredible difference to our ability to meet the need, allowing City Harvest to fund the crucial costs of delivering 200,000 meals to London's most vulnerable people. Thank you so much."

Sarah Calcutt
Chief Executive Officer, City Harvest

Funding from the Artemis Charitable Foundation has:

- Delivered 200,000 meals to community organisations across London.
- Prevented 208 tonnes of greenhouse gas emissions.
- Provided food worth £300,000, enabling organisations to spend these funds on their vital services.

In the quarter from April to June 2024, **City Harvest delivered more food than any equivalent period in its history.**

From April to June 2024, City Harvest delivered 3.85 million meals' worth of food, compared with 3.16 million meals from January to March 2024 – a 22% increase. The charity is currently rescuing, processing and delivering 120 tonnes of nutritious surplus food every week.

Staff Volunteering

City Harvest

City Harvest was delighted to welcome Artemis colleagues to its 13,000 square foot warehouse to volunteer on three occasions over the last 12 months. Our 16 volunteers spent 101 combined hours packing and sorting food and loading and unloading vans.

The number of hours provided to City Harvest by Artemis volunteers equated to:

- 22.5 tonnes of food rescued
- 53,500 meals delivered and
- 55.7 tonnes of greenhouse gas emissions prevented

Artemis staff took part in volunteering days with City Harvest in March and September 2024 (see page 31).



Michael Browning, Sophie Hopkins, Alisa Denman, Wenge Dawit and Toby Gibb volunteer with City Harvest.

Alexandra Rose

The Artemis Charitable Foundation has been supporting the incredible work of Alexandra Rose since 2016. This charity works with children's centres across the UK to help disadvantaged families with young children to access healthy food and form healthy eating habits. They do this by providing 'Rose Vouchers' which can be spent on fruit and vegetables at local markets.

In the last 12 months, Alexandra Rose reported on the first large-scale evaluation of its work at its biggest project in Southwark. Through this evaluation, it found that regular and affordable access to fresh fruit and veg through Rose Vouchers led to the following health and dietary impacts:

- Fruit and veg intake increased by an average of three portions a day.
- 64% of children now eat at least five portions of fruit and veg a day, up from a 7% baseline.
- 55% of parents now eat at least five portions of fruit and veg a day, up from 15%.
- Children cultivate a lasting preference for fruit and veg and resistance to unhealthy options through palate training, openness to different foods, better food and cooking culture in the home and being models and advocates for healthy eating to each other.
- Improvements in energy levels, sleep, concentration, digestion, weight loss and physical activity levels.

In May, the charity published a report detailing the impact of its Fruit and Veg on Prescription projects in Tower Hamlets and Lambeth. The top-line results were astonishing and garnered national press attention at the time.

- Nine in 10 participants saw improvements in their physical health.
- Eight in 10 participants reported eating five portions of fruit and veg a day as opposed to three in 10 when they started receiving vouchers.

Alexandra Rose provides Rose Vouchers to families in need which can be spent on fruit and vegetables at local markets.

Photo credit: Alexandra Rose

- Seven in 10 people with high blood pressure saw an improvement, as recorded by doctors and nurses.
- Over half of the participants reported that their mental health improved as they worried less about money for food.
- With support from social prescribers and healthcare professionals, these positive changes have collectively resulted in a 40% reduction in GP visits.

- In 2024, Alexandra Rose supported **3,854 families** to eat fresh fruit and veg.
- Alexandra Rose boosted weekly Rose Vouchers for children under five from £3 to £4 in early 2023 to meet challenges facing many families due to the cost-of-living crisis. The change was received positively by families and community partners supported by the charity, and this change continued into 2024.
- In the last 12 months, 819,545 Rose Vouchers have been redeemed for fresh fruit and veg.

"The Artemis Charitable Foundation has been instrumental in our growth since its first grant in 2016. The cost-of-living crisis has led to a higher demand for our services, with over 3 million Rose Vouchers for Fruit and Veg now issued to over 10,500 families across the UK. Our vision is for everyone to have access to healthy and affordable food and our partnership with Artemis helps us directly tackle the twin issues of food poverty and food-related ill health."

**Jonathan Pauling
Chief Executive**

Artemis colleagues took part in a volunteering day with Alexandra Rose in October 2024 (see page 37).



Poverty/Community international

Shivia

Shivia aims to empower people living below the poverty line in rural West Bengal in India to earn an income from home. It provides the tools and training that those most in need, particularly women, require to work their way out of poverty and build a brighter future.

In 2024, Shivia completed Year One of its fish-farming pilot with 50 women at its Sundia location and the results have been positive. Given its success, Shivia started the expansion phase of this pilot to Kolaghat, also in West Bengal, in April 2024.

Poultry Development Services (PDS) – Since Shivia started the PDS programme in 2011, the charity has worked with 20,228 individuals and their families across all its locations and delivered 156,083 Poultry Toolkits, each with the potential to turn chickens (and ducks) into cash.

Replicating Programmes – In 2024, Shivia collaborated with two new partner NGOs to replicate the Poultry Development and Agri Management Services in the state of Chhattisgarh.

Madagascar Field Visits – Shivia visited Madagascar twice over the past 12 months to introduce the Agri Management Services to the farmers there, as well as expand the Poultry Development Services programme which is making a huge difference to the communities.

Shivia Farmer App – Shivia is in the process of developing the Shivia Farmer App as a resource for farmers and for other NGOs to replicate its programmes. Shivia held its first workshop to design the app in May 2024 and presented a first version at an event held at the Artemis London office in October 2024.



“Artemis is key to all work, given you donate so generously each year to our general fund. We are deeply grateful for your loyalty and support with your annual donation but also the generosity of the staff on an individual basis. Your moral support is extremely important to us – by coming out to India in person, fundraising and attending our virtual field trips. We were grateful to our Artemis runners in the Royal Parks Half Marathon in October and can’t wait for the next Artemis charity trip where new colleagues – soon to be friends – can see the impact of our work and how together we are creating livelihoods with dignity.”

Olly Belcher
CEO, Shivia

Shivia charity trip February 2024

“This was my second trip to Shivia’s operations in India and, as always, it was a crammed itinerary seeing as much as we could in a week. It started where it all began at Familia foster home outside Kolkata – and what a change from my last visit. The school is complete, a shiny new medical centre and work continuing to improve the nursing home. More self-sufficiency in terms of food as well. Whilst it was great to see the development, the massive new motorway so close to the school was a bit of a shock. We were welcomed at the foster home with smiles, music and dance. And I should have remembered from my last visit that it is customary to reply in similar form. With it being the weekend of the Calcutta Cup in rugby, we quickly served up a rendition of ‘O Flower of Scotland’ followed by a rather scrappy highland dance. The only upside is that Scotland won.

First visits were to established locations to meet farmers on the poultry and agriculture management programmes. I am always amazed how such a small amount of money through the poultry toolkits and improved farming can effect such change. We met a lady who had used some of her income to concrete the floor of her house so she doesn’t have to walk through muddy floors during the monsoon season. A question we constantly asked was, ‘After providing for your family, what does any excess money get used for?’ The most frequent reply was education, but medical bills and improved housing were also there. There were highs and lows of seeing so many different families: the highs of the innovation of one lady who used her money from poultry to buy a mobile phone and now sees how she can make chicken feed from browsing the web; the lows of meeting one young girl where the money earned was being used to fund her brother’s schooling and her father’s medical bills, but might not be enough to keep her in education. She told us all she wants to do is study.

The Shivia model evolves, and we saw how in certain regions, where water is more abundant, fish farming adds another food and income source. Techniques are shared in dredging and cleaning ponds and then

fish food is supplied. One of the features of the Shivia model is it is constantly looking for new areas to support. As one area sees incomes and livelihoods rise, the team move to areas that require more attention. Whilst India as a country is wealthier, there remain many regions which receive little support. Travelling from West Bengal down to Odisha, we saw some rural villages where Shiva’s support is much needed. Here water is scarce and poultry is the key service. Again, from the toolkit of 10 chicks, we saw how farmers have managed to increase the number of chickens, use that money to diversify into other food and income streams and lift themselves out of the daily struggle.

I am often asked about the importance of overseas trips. When my colleagues and I are privileged enough to see the positive changes that occur with modest amounts of investment, it encourages us to donate more. Whilst the Artemis Foundation has been a consistent donor to Shiva over the years, behind that are the significant donations made by colleagues who have witnessed at first hand the power of their investment. That happens because they have been there, seen it and know the difference it makes. Shivia remains our longest charity partner.”

Derek Stuart





Confidence Mugisha, Sumayya Nabakooz, Florence Nakacwa, Deogratius Ssali graduated Music and Life-skills teachers with Brass for Africa

Brass for Africa

Brass for Africa delivers music education integrated with life-skills training to disadvantaged children and young people in Uganda, Liberia and Rwanda. It works in partnership with community-based organisations and local teams of teachers, all of whom are African and alumni of the Brass for Africa programmes.

Why music? The young people Brass for Africa work with live in extremely vulnerable situations. They are orphans or children living in households headed by another child; homeless; or young girls who have become mothers. In a society where 70% of out-of-school children receive no formal education and youth unemployment is high, the need for transferable skills is more critical than ever. That's why the charity teaches eight key attributes associated with learning music.

Brass for Africa's eight key attributes:



Brass for Africa has five focus areas:

1. Gender equality
2. Disability inclusion
3. Community empowerment
4. Workforce readiness
5. Fulfilment of musical potential

Gender Equality girls and young women in the communities where Brass for Africa works still have to go against historical inequalities to make any achievements possible. Brass's programmes focus on activities that empower girls and deliberately create spaces for them to learn and collaborate equally with their male counterparts. In response to this, Brass for Africa actions the below to support young girls.

- Provides girls a platform to advocate for their rights, raises awareness on violence against women and challenges misconceptions about their role in the community through commemorating international and national days.

- Delivers workshop sessions for the charity's partner organisations on policies that ensure gender balance in the programmes.
- Completes participant and community surveys to address the dropout of girls above 15 years.
- Recruits girls and young women to participate in the Brass for Africa Leadership Programme. 23 out of the 35 female participants from Kalangala operations joined the first Brass for Africa Young Leaders programme where they are learning to lead their communities as social-change makers addressing problems affecting their communities like teenage pregnancy, HIV/AIDS stigma and other push factors.

In March 2024, Artemis colleagues took part in Brass for Africa's annual fundraiser 'Race for Equality', raising an incredible £13,000 (see page 43).

Education



Photo credit: DSM Foundation

Daniel Spargo-Mabbs Foundation

The Daniel Spargo-Mabbs (DSM) Foundation is a drug and alcohol education charity. It was founded in 2014 by Tim and Fiona Spargo-Mabbs in response to the death of their son Daniel aged just 16 after taking ecstasy. Dan was bright, funny, kind and popular, and his parents felt that if this could happen to him it could happen to anyone. They were determined to do all they could to prevent any harm happening to other families through drugs.

In the last 12 months, the DSM Foundation has:

- Celebrated its **10th anniversary** with a special event at Dan's school, alongside launching the **Drug Education Forum**, a national community of drug-education practitioners, providers and policy makers, with the aim of upholding evidence-based standards and strengthening and advocating for the sector.
- The charity's provision has continued to grow as it is **now working with more than 730 schools across the UK**. In the last year, it delivered 646 drug and alcohol education workshops to 43,376 children and young people from 10 to 18 years. This represents an increase of 88% in the number of workshops. It also delivered 56 workshops to 2,166 parents and carers, and its play was performed a total of 114 times in schools to around 23,000 students across England and Scotland.

- The charity's **drug education pilot in the north-east of Scotland** has been successful, with an interim report from the University of Aberdeen evaluation documenting the impact of early intervention with drug and alcohol education.
- In October 2024, the **Tie It Up Theatre live Scottish tour of DSM Foundation play "I Love You, Mum, I Promise I Won't Die"** began its tour. Pupil feedback on the play has been positive, with 93% feeling that the play would help other young people understand the risks and possible consequences of taking drugs.

"We value our long-standing partnership with Artemis incredibly highly and its commitment to working with us to develop and extend our reach with its support, above and beyond as well as through its generous funding, means an enormous amount."

**Fiona Spargo-Mabbs
Director and Founder, DSM Foundation**

Cancer Charities of the year 2024

Sadly, cancer is something which will touch almost all of us directly or indirectly during our lifetime. As a result, the following cancer charities received donations from the Foundation in 2024.



Charity of the Year 2024



Our 2024 Charity of the Year partnership with **Kindred Advocacy** raised a fantastic **£25,900**. This figure includes direct donations from the Artemis Charitable Foundation, our Fundraising February Challenge and our successful (and surprisingly sunny!) May Way Walk in Edinburgh.

Kindred Advocacy support parents of children with extra medical needs. Its vision is that parents of children with complex needs in Scotland will have early access to peer-led support and information. Volunteers and staff support parents while their children are in hospital by lending an ear, a shoulder to cry on, or an extra body to keep them or their child company so that they aren't alone. They help parents understand and complete financial aid applications to support the additional burden medical needs create. Finally, they provide opportunities for families to bond both in and out of hospital during and after difficult times.

121 Artemis colleagues and family members took part in our Fundraising February challenge, raising £11,400 for Kindred Advocacy (see page 40)

Coming up this year...

Our 2025 Charity of the Year is Go Beyond Charity!



Go Beyond is the charity giving children and young people facing serious challenges the chance for a break that lasts a lifetime. Go Beyond's expert staff and committed volunteers give children and young people who have been bereaved, abused or bullied, or who are living in poverty or caring for loved ones, the chance to escape their worries and pressures; to have the moments and experiences they need to believe in themselves and think beyond the day-to-day for a bigger, brighter future.

Artemis staff will have plenty of opportunities to get involved with Go Beyond throughout 2025, taking part in various fundraising events and activities.

Other charities



Scotty's Little Soldiers

Scotty's aims to provide relief from the effects of grief for bereaved military children and young people who have experienced the death of a parent who served in the British Forces.

The charity provides its beneficiaries with support and guidance throughout their childhood and offers a respite, however brief, from the daily ups and downs of coping with the loss of a parent.

Nikki's Story

"My reasons for starting Scotty's Little Soldiers are very personal. On 2 June 2009, my husband, Lee, left our home for a tour in Afghanistan. Lee was a corporal in the 2nd Royal Tank Regiment and loved his job. He loved being part of a team and he really believed he was making a difference by being in the Army. On 10 July 2009 my world was totally turned upside down when I had the knock at the door that every Army wife dreads, and I was told that Lee had been killed. My world fell apart. I was lost and even though I had amazing friends and family around me, I just felt completely alone. I didn't know how I was going to carry on without Lee in my life."

Nikki Scott
Founder, Scotty's Little Soldiers

Just Finance Foundation

Just Finance Foundation is a national charity working with schools, families and changemakers to build financially-resilient communities where everyone has an equal opportunity to thrive. The charity believe that education is key to improving financial equality over the long term.

Research shows that children start to learn essential money habits as early as ages three through to seven. However, financial education is rarely taught until secondary school. This means that gaps in a child's ability to understand and relate to money are already in place by their teenage years.

Just Finance Foundation works directly with schools, families and communities to address these gaps and give every child an equal baseline understanding of money, regardless of their personal circumstances. This provides the essential foundation children need to become adults with the knowledge, skills and values to manage money wisely.

Milo's Money

Milo's Money is a free teaching resource containing a storybook, online game and instructive toy helping young children learn about money. Just Finance Foundation's Milo's Money programme improves how teachers introduce financial education to young children, with a positive impact for the wider community as they continue to grow, according to a review published by the Money and Pensions Service.



Local Village Network

Local Village Network delivers mentoring programmes for young people aged 9-10 and 14-18 across London. Over a six-week period, our colleagues volunteered their time taking part in the LVN Amplify ME mentoring programme at Harris Academy. Every Wednesday afternoon, our mentors travelled to Harris Academy to conduct in person mentoring sessions. The group discussed their career journey and the many different paths to employment. They helped students think more broadly about their interests and skillsets they have to offer. The programme was a huge success, with great feedback received from our mentors and students who took part.

"The LVN mentoring programme was a brilliant experience. It was so rewarding to see these young people grow in confidence over a period of just a few weeks. I was especially impressed by their public speaking skills by the end of the programme. As a mentor, I think I gained as much from the experience as the mentees did in terms of inspiration and communication skills – it is a hugely impactful programme in both directions."

Nosheen Malik



Edinburgh Children's Hospital Charity – No Time To Wait

No Time to Wait – Tackling the mental health crisis facing children and young people in Scotland. This campaign, launched in 2023, was established to support families in need, influence government and raise funds.

ECHC-commissioned research identified that over half (59%) of families in Scotland have a child who has experienced a mental health concern, with over one quarter considering it moderate to serious.

With support from the Artemis Charitable Foundation, ECHC launched its No Time to Wait pilot children's mental health service 'The Haven' in Tranent in September 2023. This space offers fully accessible mental health resources which are free of charge and have no waiting list.

Since opening its doors, 2,412 children, young people and families have visited the Haven and ECHC was there to offer much-needed support. Within this group, 85.6% presented with anxiety and 64.4% with depression/low mood.



Bags of Taste

Bags of Taste works with some of the most vulnerable people in the UK to improve their diets for the long term.

People living with multiple challenges and disadvantages often make poor and expensive food choices, leading to nutritional inequalities which affect their finances, health, mental health and families. The causes of these are often misunderstood. Bags of Taste is an expert in these social determinants of health and its programmes help participants overcome these barriers to a better diet and life.

The charity shows people that healthy eating is not only good for you, but fun, and even social, and helps them to build their habits for the long term.



Christmas Giving 2024

Artemis colleagues once again took part in the annual Big Give Christmas Challenge and Christmas Giving Week, supporting charities close to their heart.

80 colleagues wore Christmas jumpers and accessories in December, raising an incredible £2,000 for Cyrenians and CRISIS, charities tackling homelessness in Scotland and England.

In total, the Foundation donated £14,000 to CRISIS and Cyrenians throughout December which was split between both charities.





Jamie Keeley volunteers at the City Harvest's Acton Depot.

CITY HARVEST
AN
ACTION-PACKED DAY
AT
ACTON!

"City Harvest is dedicated to saving food from wastage and distributing what it salvages to people facing food poverty across London. With 25% of children in the UK now living in absolute poverty, following the highest annual rate of increase in 30 years, its cause is sadly more pertinent than ever. Against this bleak backdrop, City Harvest is a beacon of hope working tirelessly to lighten the load of those most in need of support.

Volunteering is a vital part of City Harvest's process, and, in March, 12 Artemis employees had the privilege of spending the day with the charity. Whilst the positive energy in the warehouse was palpable, this was not just a fun day away from the desk. A day at City Harvest requires hard graft, helping to sort and distribute the tonnes of food it receives each day.

Vans arrive throughout the day with pallets of fresh food donated from all manner of sources: be it from the farm gate, supermarkets or restaurants, the amount and variety of food donated is mind blowing. The staff and volunteers must then roll up their sleeves and process the donations. In our case that meant sorting through tomatoes, green beans, parsley and a range of other veg, performing

quality control and portioning up into useable selections. This allows the end customers to receive boxes containing a variety of high-quality, nutritious produce. City Harvest does not simply re-distribute the food it saves but transforms it into industrial-sized meal kits.

I also had the pleasure of going out in one of City Harvest's vans to distribute deliveries. Our vanload of food went to three customers, each of them a service that distributes food onwards to hundreds of people. Some cook the food and serve it up as free meals, others function more like a food bank. However they operate, food which would otherwise be thrown away feeds people facing food poverty. We ended the trip by collecting a pallet from a donor and driving it back to the warehouse, ready for the cycle to continue the next day.

Reflecting on my day at City Harvest, the things that stood out to me the most were the pace and scale of the operation, matched only by the passion of the staff and long-time volunteers we met. If you get the chance, you'll thoroughly enjoy volunteering at City Harvest."

Jamie Keeley

Staff volunteering

The Foundation makes donations to charities that staff volunteer with independently of Artemis. Please contact Emma Maher if you volunteer with a charity on a regular basis.

Don't forget you can request up to 5 days of charity leave (at your line manager's discretion) per year to help out with charitable projects.



Josh Passmore, Ross Fennell, Anthony Luzio, Caroline O'Donnell, Craig Stevenson, Michael Browning, Jamie Keeley, Daisy Waggett and Julien Cuisinier volunteer with City Harvest in 2024.

A day at the depot with Cyrenians

Cyrenians is a Scottish-based charity tackling the causes and consequences of homelessness. It understands that there are many routes into homelessness and that there is no 'one size fits all' approach to supporting people towards more positive and stable futures. That's why all its work is values-led and relationship-based.

With volunteering at the heart of its work, Artemis colleagues took part in two volunteering sessions with the charity at its Leith food depot and Linburn Walled Garden.

"Volunteering at the Cyrenians food depot was a fantastic experience. From the moment we arrived, we were welcomed by the staff and then given clear instructions so that I felt we were genuinely contributing rather than perhaps getting in the way while the other volunteers did all the real work."

"It was a great way to get to know more about the work that Cyrenians does, and how local businesses contribute to charity. It was also inspiring to see how committed the other volunteers were to Cyrenians and how much work goes into delivering this much-needed service."

Liam O'Donnell



Derek Stuart, Emma Maher, Helene Kaspis, Matt Fry and Liam O'Donnell volunteer their time with Cyrenians at their Leith food depot in May.



Orla Spence, Dawn Gray, Bethan Thomson, Marijeta Larina, Emma Maher and Gavin Mair volunteer at the Cyrenians Lilburn Walled Garden location.

Linburn Farm with Cyrenians

"It was with immense pride that a team from Artemis was able to assist in providing a day of gardening services in September at the Linburn Walled Garden in support of the Cyrenians."

The Linburn Walled Garden is a partnership project with Sight Scotland Veterans and Scottish Veterans Wellbeing Alliance partners. The garden is designed to create a safe space for growing and wellbeing activities for veterans, their families and the wider community."

The weather gods were kind to us and the order of the day was digging out what seemed like a never-ending plot of dockleaf plants to then enable a mass of daffodil bulbs to be planted. This was followed by delicious home-baking, refreshments and the opportunity to purchase its produce."

We all look forward to returning to the garden in Spring 2025 to see the results of our handiwork."

Gavin Mair



Artemis colleagues from our Edinburgh office litter picking in Fountainbridge.



LITTER PICKING
supporting
WORLD ENVIRONMENTAL WEEK

As part of the Artemis Environmental Working Group's initiative to promote World Environment Day, eight of our Edinburgh colleagues embraced a morning in the outdoors, litter-picking with the Fountainbridge Canalside Community Trust, collecting rubbish from the canal, Harrison Park and surrounding areas.



Chapter One Reading Volunteers

Chapter One is a UK charity offering one-to-one reading support to children when they need it most. The online platform connects schools with volunteers who spend 30 minutes each week reading online with the same child for an entire academic year. The charity provides a safe platform for volunteers to offer their time to read with year 1 and 2 children from schools in disadvantaged areas of the UK. Chapter One reading sessions have been shown to help improve the children's reading by three to four book difficulty levels.

The Charitable Foundation engaged Chapter One at the end of 2023, with an impressive 20 colleagues volunteering their time to read with a child each week throughout the school academic year 23/24.

"I've been volunteering with Chapter One, an online reading programme, to connect weekly with a school pupil, sharing the joy of reading. Initial nerves (from both sides) disappeared quickly once we got started with our first session. I found that for the most part, my child did well to sound out the words, however didn't always understand what they meant in the context of the story. Through our thirty-minute sessions, we delved into the stories, navigating challenges together with patience and perseverance. Beyond improving reading and comprehension skills, I witnessed a blossoming confidence in my young reader as we bonded over the virtual reading games and a love for learning flourished.

Reflecting on my experience, I'm reminded that our sessions weren't just about improving a child's ability to read – it was about empowering a child to write their own story, ask questions and build their confidence through stories."

Bethan Thomson

"We're very grateful to the Artemis Charitable Foundation for supporting Chapter One. The window to teach children how to read is short and missing it can make it almost impossible to catch up. By giving children one-to-one reading support at the time they need it most, you are helping develop fundamental reading skills and inspiring a love for reading from an early age, helping to build confidence in children who might otherwise slip through the cracks."

Emma Bell
CEO, Chapter One



Bethan Thomson volunteers with Chapter One, reading online with a child for 30 minutes each week.



Rory Barton attended Social Enterprise Academy's Dragon's Den finals in 2024.



Wenge Dawit volunteered with Social Enterprise Academy, taking part in its Dragon's Den finals.



Social Enterprise Academy – Dragon's Den

Since 2007, Social Enterprise Academy has been delivering its schools programme enabling young people to begin learning about social enterprise and becoming more engaged with society. Through this programme, students learn important business and presentation skills, how to work as a team and problem solving.

In April, Wenge Dawit and Rory Barton took part in Social Enterprise Academy's Dragon's Den finals in both Lambeth and Havering, volunteering their time to support this charity empowering young changemakers in our communities and future social entrepreneurs.

"My experience as a Dragon in Lambeth was amazing! Social Enterprise Academy did a phenomenal job of setting up an inclusive environment for young kids with additional support needs to showcase their social/environmental business ideas. I was blown away by the effort and thought behind each of their pitches and it was an honour to be a part of the judging panel."

Wenge Dawit
Artemis volunteer

Youth Philanthropy Initiative (YPI) Scotland

Artemis Charitable Foundation has been working in partnership with The Wood Foundation for 14 years to support the Youth and Philanthropy Initiative (YPI). YPI is an active citizenship programme that raises awareness in young people about philanthropy and their local community. Each participating school is responsible for directing a £3,000 YPI Grant to a local charity of their choice.

The Artemis Charitable Foundation is a Community Partner of YPI in Scotland. In the last academic year, 279 schools took part, and 40,346 young people were responsible for granting £837,000 to small grassroots charities. In Edinburgh alone, 4,176 young people took part from 25 schools and £75,000 was donated to charities supporting a range of social issues including poverty, mental health and wellbeing, miscarriage, disability and social isolation.

Three colleagues from Artemis Charitable Foundation volunteered to judge YPI finals in the last academic year to decide on what team deserved £3,000 for their chosen charity.

Andy Telfer from Artemis attended the Musselburgh Grammar School final in May 2024 and said:

"It was a very enjoyable and informative morning. The students clearly worked hard on their pitches and should be commended on their efforts. I very much enjoyed being a small part of the event and hope all the participants equally relished the opportunity."



Alexandra Rose – volunteering day October 2024

"On the 11th of October 2024, I had the privilege of volunteering with the Alexandra Rose Charity at a cookery-themed event organised by the Artemis Charitable Foundation. Alongside my colleagues, we rolled up our sleeves and got to work. The aim was to create a nutritious and delicious menu to be served to the local community. I strategically avoided any peeling activities and stayed far away from the onions. This left me at the fruit station. Cutting a pineapple is harder than it looks—I felt like I was in a workout session! The result was worth it: a vibrant, colourful bowl of seasonal fruits drowned in a delicious mango puree."

The event was held at a community centre in White City, where we served the food to local families and had the chance to chat with them. It was heartwarming to hear their stories and see how much they appreciated the effort. This experience was a wonderful blend of hard work, laughter, and community spirit. It highlighted the importance of accessible, nutritious food and reminded me that even small actions can make a big difference. Volunteering with Alexandra Rose Charity was both rewarding and humbling, and I'm grateful to have been part of such a meaningful initiative."

Raheel Altaf



BUCKINGHAM PALACE GARDEN PARTY WITH ALEXANDRA ROSE CHARITY



Buckingham Palace Garden Party with Alexandra Rose Charity

In May, two members of the Artemis Charitable Foundation were thrilled to receive an invitation to the annual Buckingham Palace Garden Party by one of our long-standing charity partners, Alexandra Rose Charity. The event took place within the Palace grounds in the glorious sunshine!

The charity was invited to attend in recognition of the work it continues to provide to the communities it supports. It was amongst specially selected guests from across the UK.

Alexandra Rose Charity works with children's centres across the UK to help disadvantaged families with young children to access healthy food and form healthy eating habits. It does this by providing 'Rose Vouchers' which can be spent on fruit and vegetables at local markets.



Micro-charities

In 2024 the Foundation's micro-charities initiative donated £3,850 to small charities that are close to the hearts of the Artemis team.

The micro-charities initiative gives out small grants intended to support grassroots community organisations in the UK. It is aimed at charities which deliver services at a smaller scale than the Foundation's larger 'core charity' partners but make a huge difference in the communities in which they operate.

If you know of a small charity making a big difference in your local community, please get in touch with Emma Maher or a member of the Charity Committee.

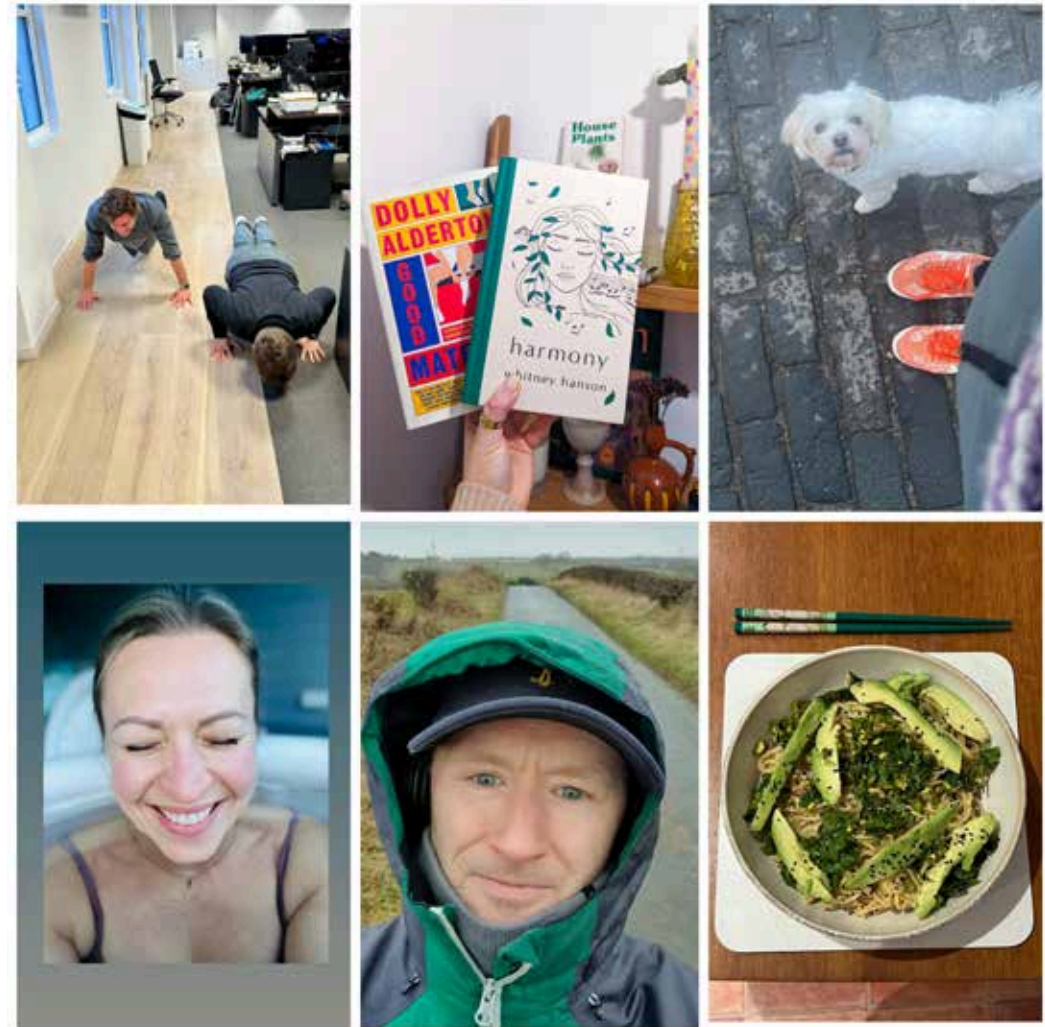
Staff fundraising

Fundraising February

In February, 121 colleagues and their family members took part in our annual Fundraising February Challenge.

To take part, the Foundation asked colleagues to take on a challenge for the entire month of February. Some took the stairs (shout out to our Edinburgh colleagues as our office is on the 6th floor!), while others cooked new recipes, completed 100 push-ups each day and even completed a daily ice-dip!

In total, colleagues raised an impressive **£11,400 for Kindred Advocacy!**



Artemis staff take part in Fundraising February challenges for Kindred Advocacy

CHALLENGES COMPLETED

in February!

- Run/walk 100km (total in February)
- 100 push ups a day
- 12,000 steps a day
- Cold dip a day! Brrrrrrr!
- 1m plank every day
- Cook a new recipe twice a week
- Cook at least once a week
- Cycle 200km (total in February)
- Do an exercise video/class/workout 4 times a week (you choose the level of intensity)
- Get off the bus/train/tram one/two stops early every time
- Give up alcohol
- Give up caffeine
- Give up chocolate
- Give up sugary treats
- Go pescatarian
- Learn a new skill or complete a new course (min of 3 hours per week)
- Read or listen to 2 books (min of 150 pages or 5 hours per audio book)
- Swim 4 times a week
- Take the stairs where available
- Walk 10,000 steps a day

“James Cannon and I decided to take on the challenge of 100 press-ups a day for Kindred as part of Fundraising February. We both thought this would be a fairly easy challenge to complete, but I can confirm after 700 press-ups in week one I was already starting to regret our choice. There was also the realisation that we were going to have to do an extra day’s worth of reps as 2024 is a leap year... that really compounded the feeling we’d made a slight error of judgement!

A hundred press-ups in one go would be a tall order for most, so having to split them up throughout the day became as much of an administrative task as it did a physical one and resulted in some press-ups in unexpected locations, but both of us finished the month with our final sets completed in the office, both very pleased to have contributed to this worthy cause!”

Alex Scarsi

A special thank you from the Kindred team

“Thank you so much to Artemis for your awesome efforts to raise funds for Kindred in February. As we are a small organisation, your efforts make a big difference to families. We allocated some of your contribution to our counselling service where there is no waiting list to see our counsellors, and we provide specialist support to families to help them make their way through difficult times. Your amazing £11,400 contributed to helping the families we support. Coming from a different sector, it is impressive to see you work as a team, and I hope you felt zinging after your February challenges!

Sophie Pilgrim



Brass for Africa Race for Equality – Team ABBA!

“In March, team ABBA (Artemis Brass Bicycle Association) got back on their bikes, slipped on their running shoes and wore an assortment of fitness gear to take part in the next Brass for Africa Race for Equality. Through the tough March weather conditions, the team managed to travel over 8,800km – an amazing feat. In the process, we raised a mighty £13k, contributing to the overall fundraising total of £88k. This is the most that the Race for Equality has raised in its four years of operating. Why do we do it? 60% of girls in Sub-Saharan Africa do not complete secondary school and the female unemployment rate is 74%. The monies raised will give 220 girls the benefit of further education and hopefully allow them to deliver on their potential in a part of the world where gender equality remains a significant issue. Thanks again to all those that took part.”

Derek Stuart



May Way Walk Fundraiser

In May, a group of our Edinburgh colleagues took part in our May Way Walk Fundraiser supporting Kindred Advocacy, our 2024 Charity of the Year. Minus a little fog, we were lucky with beautiful sunshine for most of the route. The walk covered 11 miles along the John Muir Way, taking in the scenic coastline from Longniddry to North Berwick, through the beautiful villages of Aberlady and Gullane.

We raised a total of **£3,000 for Kindred Advocacy!**



Artemis Summer Olympics

In June, a group of our London colleagues took part in the Artemis 2024 Summer Olympics at Hyde Park. Once again, the weather gods were on our side with glorious sunshine for another charity event

Our colleagues raised an incredible £5,000, supporting several sports-focused charities including Women in Sport, Right to Play and British Blind Sport. Rory's Angels took home the top prize for UNHCR Sport for Good, with British Blind Sport and Sport in Mind coming in second and third place respectively.



Rory's Angels took home the top prize for UNHCR Sports for Good, with British Blind Sport and Sport in Mind coming in second and third place.





LGT Charity Dodgeball Tournament in support of Demelza

In May, the Art-ful Dodgers from Artemis joined 40 other teams from the industry to gather for the 11th edition of the annual LGT Charity Dodgeball Tournament at the Honourable Artillery Company in the City of London.

The event raised an incredible £34,640.85 which was then matched by LGT Wealth Management, as part of its charitable commitment, raising a total of £69,281.70 for Demelza.

The team of Mario brothers (& sisters) played a spirited competition and dodged their way to the podium, claiming silver medals and celebrating like champions.



CASCAID Olympics in support of Rainbow Trust

In May, the It's All Greek To Us! team participated in the CASCAID Olympics held at Battersea Park. The event raised an incredible £14,500, adding to the total of £60,574 that CASCAID has raised for the Rainbow Trust.

*If you, your family or your clients are fundraising for charity let us know!
The Foundation not only donates to fundraising causes, but can also
match funds raised to give you an extra fundraising boost.*

Contact Emma Maher for more information.

CHARITY Quiz Night 2024

Charity Quiz Nights – Edinburgh & London

EDINBURGH

In June, a group of our Edinburgh colleagues took part in our annual charity quiz night, raising an incredible £5,250 for some fantastic charities. **Debt Divas** took home the top prize for Cyrenians, with Kindred and British Heart Foundation coming in joint second place.



LONDON

In October, our London colleagues took on our charity quiz challenge with some friendly competition between teams! **Hit and Artemisss** took home the top prize for The Royal Marsden Cancer Charity, with the Honeypot Children's Charity and Cool Earth coming in second and third place respectively.

A heartfelt thanks to both of our quizmasters Euan and Jon!

Charities supported through our annual charity quiz!





Daisy Waggett completed the Royal Parks Half Marathon in October supporting Team Shivia.

The Royal Parks Half Marathon

In 2024, two Artemis teams took on the Royal Parks Half Marathon for Shivia and The Mariposa Trust.

Matthew Kitchen and Jon Banks represented Team Mariposa, with Paras Anand, Josh Passmore, Mark Niznik, Anthony Luzio and Daisy Waggett running for Team Shivia.

Both teams raised a combined total of £4,789 for these fantastic charities.

"Paras, Josh, Mark, Anthony and I loved running the Royal Parks Half Marathon as Team Shivia. We had amazing sunshine on the day and the event, as always, was great. I was really happy to be raising money for Shivia – it is a charity that does great work and saying to people that just £15 could buy a Poultry Toolkit, which could help a poor family start earning money from raising chickens, was a great way to get them to donate. It is such a tangible and simple concept that people could really get behind. Thank you Shivia and ACF! Until next year..."

Daisy Waggett



Mark Niznik also completed the Royal Parks in October, joining Artemis' 'Chicken Run' team supporting one of our long-standing charity partners, Shivia. As you can see, Mark took the team's name very seriously, dressing up as a chicken for this fantastic charity.

A Shivia Poultry Toolkit costing just £15 can help women in India gain control over their lives and earn income with dignity. A Shivia Poultry Kit contains ten fully vaccinated chicks, chick feed and expert training. Everything needed to start a successful chicken farming micro-enterprise.





Rory Barton, Jonny Braithwaite, Katie Prosser, Clare MacInnes and Charlie Gorsuch completed the New York City Marathon in November, raising a combined total of £30,500 for Kids Operating Room.



New York City Marathon 2024

"After months of training, a team of us from Artemis headed out to run the New York City Marathon, and it's safe to say it lived up to all the expectations. The city really goes all out for the marathon. Nothing quite compares to the 2 million spectators cheering you along and screaming encouragement when you need it most. It mostly helped to distract you from the blisters, injuries and seemingly never-ending miles.

To be able to run it for such an incredible charity made the whole event even more special. I was lucky enough to go on a trip with KidsOR a couple of months before the marathon to help install one of its kids operating rooms in Rwanda. This was such an eye-opening trip, seeing how something that we take for granted in our own country is considered such a luxury to have elsewhere. We had the warmest welcome from everyone at the hospital and they spoke in great lengths about the benefits this installation would have, for both patients and staff. KidsOR also sponsors local paediatric surgeons through their training, helping to make these communities self-sufficient going forward.

It's been a real honour to be so involved with KidsOR this year and to share my experience with friends, family and colleagues. I don't think I have another marathon in me, but I look forward to continuing to support the charity and seeing what it achieves over the coming years."

Clare MacInnes



Andy Telfer and his partner Hannah complete Ride the North, supporting the Gathimba Edwards Foundation.

Andy Telfer – Ride the North

“Really great day in the saddle. An incredibly well-run event (even more impressive considering it is organised by an individual) featuring 2,000 cyclists riding on non-closed road circuits of either 70 or 100 miles. Since Ride the North started in 2011, founder Neil Innes has managed to raise £2.2 million for charity which gets funnelled back into supporting local communities in the north-east of Scotland, many of which were out providing great support to us throughout the day.

With no race element, the ethos is a celebration of cycling, with each rider being given a passport to be stamped at the nine rest stops pitted along the parkours in a bid to win raffle prizes whilst also affording the side benefit of a legitimate excuse for resting along the route.

What had promised to be a blustery affair ended up being a relatively calm and clear day for the majority of the 100 miles. Instead, it was the course that ultimately provided the challenge, the rolling hills of Angus being both beautiful and brutally unrelenting. The weather however would not be completely denied as a constant 45mph headwind dominated the last 15 miles, obliterating what should have been a lovely descent into Arbroath. In hindsight, this may have been for the best as the ferocity of the gales only just managed to drown out the curses from Hannah as she battled on to complete her first century on the bike.

I’m very thankful to the Gathimba Edwards Foundation for arranging our entries and for all the donations from Artemis staff and the Foundation which allowed us to raise £2,288 to support the ongoing education of 20 children in Kenya.”

Andy Telfer

DEI

LGBTQ+ Workstream - Pride 2024

The Just Like Us awards

In July, LGBTQ+ youth charity Just Like Us held its annual awards ceremony, recognising outstanding contributions to championing LGBTQ+ equality and challenging discrimination.

Just Like Us works with thousands of primary and secondary schools across the UK to help them become more inclusive and welcoming places for LGBTQ+ young people and to empower and support them. LGBTQ+ rights in the UK and around the world are constantly being challenged. The Just Like Us awards shine a spotlight on the unsung heroes - LGBTQ+ young people, their teachers and the charity’s volunteers – who are helping to create a world where all young people know that being LGBTQ+ is something to be celebrated and embraced.

Hundreds of pupils, both LGBTQ+ and allies, teachers, volunteers, supporters and celebrities, including actor Jonathan Bailey, took part in a fun and lively night sponsored by JPMorgan Chase and held at JPM’s magnificent ‘Great Hall’ on London’s Victoria Embankment.

Beth & Michael’s Just Like Us 190 Challenge

To represent the 190 days young people spend in school each year, Just Like Us set up a fundraising challenge in July asking supporters to run, row, cycle, hike or swim 190km or create their own 190-minute challenge to fundraise for the charity, improving the lives of LGBTQ+ young people, so they can feel safer and happier at school.

“Just Like Us is a charity that is close to both our hearts, so we were both very keen to help fundraise. The charity trains volunteers to go into primary and secondary schools to talk to pupils about LGBTQ+ lives and topics. It aims to give confidence to LGBTQ+ kids and foster understanding and allyship amongst their straight classmates.

Beth’s challenge was to get back into running after surgery and Michael’s was to do 190 push-ups a week (he ended up doing 1,100 over the month). They raised £1,100, including very welcome contributions from the Charitable Foundation.”

Beth said: *“Active support and acceptance is so important, especially in these formative years. The good work this charity is doing will help reduce internal shame and blocks in self-development as well as external homophobia and transphobia.”*

Michael added: *“I had a tough time at school and with coming out. Unfortunately, life is still incredibly hard for young LGBTQ+ people – homophobia and transphobia are common, and suicide is a leading cause of death among young LGBTQ+ people. If Just Like Us had been around when I was a kid and doing the amazing work it does now, coming out could have been hugely easier for me.”*

Beth Patterson and Michael Browning



Gender Week 2024

The Artemis Charitable Foundation has been supporting the incredible work of BeEve UK since 2022.

BeEve UK is a women-focused charity working with eight to 22-year-olds, empowering girls and young women to maximise their potential and celebrate their achievements. The charity supports these women through their ‘BEAM’, ‘LeadHership’, and ‘It Is That Deep’ programmes to realise their dreams, redefining what it means to be a female leader with the support of a network of positive role models.

In celebration of International Women’s Day, the Charitable Foundation collaborated with the firm’s DEI Gender Workstream to support the work of this charity, donating funds to its 2024 programme.



MEET THE TRUSTEES

Coming up next in 2025....



Fundraising February
for Go Beyond Charity.

1-28 February 2025

Race for Equality
for Brass for Africa.

1-31 March 2025

London Landmarks
for Go Beyond Charity.

6 April 2025

May Munro March
for Go Beyond Charity.

17/18 May 2025

Edinburgh Marathon Festival
for CHAS.

25 May 2025

Edinburgh Charity Quiz Night

12 June 2025

London Charity Quiz Night

October 2025

London Royal Parks Half Marathon
for Shivia, Alexandra Rose Charity, SANE and Go Beyond Charity.

12 October 2025

NYC Marathon
for Kids Operating Room.

2 November 2025

FOUNDATION MANAGER



If you are interested in taking part in any of these challenges please contact Emma Maher for more information.

Feedback

We welcome all feedback about what we as a Committee are doing, so please feel free to send us your comments – good or bad!



Give As You Earn

DIAMOND PAYROLL GIVING AWARD

We are delighted that Artemis has once again been awarded the **Diamond Award for Charitable Giving!** This is the top award possible and is given to companies that go the extra mile with Give As You Earn (GAYE)/payroll giving, so a very special congratulations to all of you and thank you for making great use of this fantastic way to give to charity.



If you would like to make a personal donation to charity, the best way to do it really is via **Give As You Earn (GAYE)** – not only is GAYE tax efficient, but the Foundation will also **match your donation** up to **£5,000 a year!** You can give as little as £5 a month and you can also make **one off donations**, for example in the event of disasters or emergencies. There is also the option to set up an **'Options Account'** where you can store and accumulate funds for your charitable giving until you decide to make a donation. You can donate to any UK-registered charity via GAYE.

Please contact Emma Maher for more information.

THANK YOU TO OUR 2024 PARTNER CHARITIES

- | | | |
|---|---|------------------------------------|
| 10000 Interns Foundation | Friends of the River Tyne | Scotland's Charity Air Ambulance |
| Access Sport CIO | Gathimba Edwards Foundation | Scotty's Little Soldiers Shelter |
| Air Ambulance Charity Kent Surrey Sussex | Go Beyond Charity | Shelter from the Storm |
| Alexandra Rose Charity | Go Kids Go | Shivia |
| Altrincham Football Club Community Sports | Great Ormond Street Children's Charity | Shooting Star Children's Hospices |
| Alzheimer Scotland | Hands for Hope | Simon Community Scotland |
| Anne Frank Trust UK | Headway East London | Smart Works |
| Asthma & Lung UK | Home-Start Clackmannanshire | Snodhill Castle Preservation Trust |
| Bags of Taste | Hopefull Charity | Spark Inside |
| Beaver Trust | International Justice Mission UK | Spartans Community Foundation |
| BelEve UK | Just Finance Foundation | Sport In Mind |
| Bookbanks | Just Like Us | Strawberry Cat Rescue UK |
| Bowel Cancer UK | Kids Operating Room | Sunflower Scotland |
| Brain tumour charity | Kindred | Teapot Trust |
| Brass for Africa | Launch IT | The Brain Tumour Charity |
| Bridge of Allan Primary | Little Village | The Gate |
| British Blind Sport | Local Village Network | The Honeypot Children's charity |
| British Heart Foundation | Lyra | The Institute of Cancer Research |
| Cancer Research | MacMillan Cancer Support | The Mariposa Trust |
| Cardiac Risk in the Young | MacMillan Nurses | The Passage |
| Chapter One | Magic Breakfast | The Royal Marsden Cancer Charity |
| CHAS | Make A Wish | The Sundeep Watts Memorial Fund |
| City Harvest | Mariposa Trust | The UK Committee for UNICEF |
| Comic Relief | Mary's Meals | The Wood Foundation |
| Cool Earth | Meningitis Now | Tiny Changes |
| CRISIS UK | Mesothelioma UK | Trees for Cities |
| Cure EB | Microtia UK | UNICEF |
| Cyclists Fighting Cancer | Migrant & Asylum Seeker Solidarity Action | United Kingdom for UNHCR |
| Cyrenians | Movember | Women in Sport |
| DKMS Foundation | NSPCC | WWF UK |
| Doddie Aid | One to One Children's Fund | Yes Tanzania |
| Dravet Syndrome UK | Ostrero | Young Roots |
| DSM Foundation | Rainbow Trust Children's Charity | Youth Sport Trust UK |
| Dunbar Traditional Music Festival | Reach Foundation | |
| East End Community Foundation | Right to Play | |
| Edinburgh Children's Hospital Charity | Ripple Suicide Prevention Charity | |
| Edinburgh City FC | River Action | |
| Environmental Funders Network | RNLI | |
| Ellenor Hospice | Royal Marsden Cancer Charity | |
| EMPower | Saint Francis Hospice | |
| Epilepsy Action | Salvesen Mindroom Centre | |
| Eric Liddell Community | Samaritan's Purse | |
| Friends of St. Mary's and Peter's School | SANE | |
| | Sarcoma UK | |
| | School of Hard Knocks | |

