Changing the world and working towards a more equitable future, one child and family at a time.
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Who We Are
1985
Comic Relief was founded by Richard Curtis, beloved writer & director, after visiting Ethiopia during the 1985 famine.

2015
Curtis brought Comic Relief to the US to build on its success, having raised over $1B since its UK launch.

Today
Comic Relief US has raised over $330M since US launch, and continues to harness the power of entertainment to impact serious social issues.
2021 was a pivotal year for Comic Relief US. As the world continued to grapple with the devastating effects of the COVID-19 pandemic, the chasm of health and economic impacts based on wealth, race, gender, geographic location, access to education, housing, and employment came into even clearer view. The cycle of poverty that holds millions of children and families in economic turbulence is not susceptible to surface-level improvements alone — and must be addressed at the root of the issue.

This year, to meet these increasingly complex challenges, we forged ourselves into an organization that can achieve our boldest vision and embody our most important values. We doubled down on our internal investments to raise awareness of the importance and value of DEI, build organizational capacity and explore ways to generate deeper trust, genuine communication and more positive relationships. We developed a Theory of Change and identified our new social impact goal, **breaking the cycle of intergenerational poverty**, which builds naturally upon our history of addressing child poverty and ensures our work focuses on the structural causes of poverty, not just its consequences.

Deeper problem solving means more investment and more action. We are responding by transforming Red Nose Day from an annual activation to a year-round campaign, maximizing support and resources for children around the world and building upon the $275M we have raised in the past 7 years for our outstanding grantee partners. We also launched the new Innovation and Growth Fund, a $10 million fund designed to support intersectional programs, youth leadership and participatory grantmaking models that spur creative problem-solving and test new approaches to eradicating intergenerational poverty.
In 2021, we strengthened our programmatic focus on racial and gender equity and our commitment to shifting decision-making power and resources to organizations led by the most impacted communities. This year, 45% of Red Nose Day grants went to Black, Indigenous, People of Color and locally-led organizations. We piloted the Youth Advisory Council (YAC), a leadership development program that centers the voices and wisdom of marginalized youth globally and launched the Juntanza Fund, its inaugural grantmaking fund that further empowers youth leaders and activists. This first cohort of members are from the U.S., Colombia, Cambodia, Kenya and Somalia. In our Domestic Grants strategy, we increased our investment in the U.S. South and in Native Communities as we work to ensure that communities that are often overlooked are not left behind.

Thanks to the collective action of our partners and the public, Red Nose Day has positively impacted over 30 million children since 2015 — a staggering feat that we can all be immensely proud of. The smiling faces behind the Red Noses are the result of incredible partnerships across grantees, industries, companies, and communities that have done so much for so many.

Comic Relief US and Red Nose Day have always been about the good we can do together. No one person, organization, corporation, or sector can do this alone. But when we work collaboratively, drawing upon new energy, creating new ideas, and activating on diverse perspectives, we can break the cycle of poverty now and for generations to come to rebuild a more just, equitable post-COVID world.

Thank you for all you do,

Alison Moore, CEO
Ayo Roach, VP Grants Programs
OUR MISSION IS
To drive positive change through the power of entertainment
WE STAND FOR

A just world free from poverty
SOCIAL IMPACT GOAL

Breaking the cycle of intergenerational poverty
Since its launch in the US in 2015, Comic Relief US has raised over $330 million in total, with $275 million through its signature Red Nose Day campaign.

Comic Relief US invests in nonprofit and community-led organizations with programs focused on tackling the root causes and consequences of poverty and social injustice, to support initiatives and policies that advance economic opportunity and leadership development in communities directly impacted by intergenerational poverty.

As a connector and convener, we engage the public, corporate, and nonprofit partners to raise awareness and funds to address the world’s most pressing social issues.
We’ve raised over $330 million and impacted over 30 million children in the US and around the world in the past 7 years – helping to break the cycles of intergenerational poverty for children and their families.

In 2017, we raised $62 million to respond to Hurricanes Harvey, Irma, and Maria. In 2020, we launched the Comic Relief US Youth Advisory Council. In 2021, the council funded the first round of grants from the Juntanza Fund in support of youth-led programs worldwide. You’ll get the chance to learn more about these unique initiatives later!

We’re changing the world, one child, one family, one community at a time.
Numerous intersecting issues fuel intergenerational poverty from lack of access to quality education, housing and employment, to racial and gender inequity, to migration and internal displacement due to conflict and climate change.

In 2020, the U.S. Census found there were 37 million people living in poverty. This number has only continued to rise by the millions each year. Too often, intergenerational poverty (IGP) traps families and communities in poverty and its resulting trauma, with no escape.

A global movement around sustainable development goals (SDG) began to generate significant change but COVID, geopolitical conflicts, the affordable housing crisis, rising costs of living, and wage stagnation has threatened many of these gains, pushing more people into poverty. The impact of COVID was slated to send 150 million people worldwide into extreme poverty in 2021.
Who We Invest In As Grant-Makers

With the funds Comic Relief US raised, we are able to identify and collaborate with community-based nonprofit partners who are addressing intergenerational poverty. Through a holistic and intersectional lens, we’ve awarded grants to community-led programs. We invest in direct service programs that focus on building strength and resilience, innovative technologies that address current and emergent social issues, and programs and policies advancing economic opportunity and leadership development.
In seven years, we’ve raised more than $275 million through the Red Nose Day Fund to help end child poverty. We’ve positively impacted over 30 million children in the US and around the world, but this is only the beginning. In 2017, Comic Relief raised $62 million to respond to Hurricanes Harvey, Irma, and Maria. In 2020, we launched the inaugural Comic Relief US Youth Advisory Council. In 2021, the council funded the first round of grants from the Juntanza Fund in support of youth-led programs around the world.
Our grantmaking supports programs that address the immediate needs of children in poverty while fostering transformative, lifelong structural changes.

Through funding across four strategic areas of focus, Comic Relief US works to ensure communities directly impacted by intergenerational poverty in the US and internationally are:

SAFE: We help protect children from groups that have been marginalized from violence, abuse and exploitation. ‘Children on the Move’ is a core focus of this area of work, including refugee and migrant children, houseless and street-connected children, children living in foster care and alternative care settings, and children impacted by natural disasters.

HEALTHY: We provide resources to improve children’s health by investing in partners that deliver quality healthcare services, nutrition, and access to life-saving vaccines for low-income children in the US and our target countries abroad.

EDUCATED: We expand access to quality education, and equip children and young people to succeed at key milestones in the educational pipeline from birth through young adulthood. This includes age-appropriate support for early childhood education and college prep/workforce readiness. In primary and secondary school, our focus is on Science, Technology, Engineering, the Arts and Mathematics (STEAM) education, delivered through in school, afterschool, and summer programming.

EMPOWERED: We ensure that children have opportunities to develop as leaders in their communities, advocate for their rights, have increased access to economic mobility, and greater agency in shaping their futures.
Within each of our four pillars are cross-portfolio focuses that facilitate gender and racial equity, elevating the most impacted populations and building resilience.

- **Gender Equity:** Our approach to poverty reduction takes into account the historic marginalization of women and girls, as well as the toxic gender norms and pressures that have affected both boys and girls.

- **Racial Equity:** Children of color have been unduly impacted by the effects of poverty. Our grantmaking strategy considers the intersectionality of race and economic disenfranchisement.

- **Centering the ‘Most Impacted Populations’**: Those closest to the challenges must be a part of the solution, and we prioritize working with nonprofit organizations that are led by and staffed by people from the communities being served.

- **Building Resilience:** We are committed to supporting programs that support and strengthen children and families by providing resources to combat the effects of poverty, and build more resilient communities.

Child poverty is a challenge in the US and around the world, and our funding is distributed across our domestic and international portfolios.
The Cumulative Impact of Red Nose Day 2015–2021
Cumulative total number of children impacted

31,504,729
Thanks to the generosity of the our donors, including both private and corporate, we’ve been able to award millions of dollars in grants, impacting millions of children.

<table>
<thead>
<tr>
<th>Pillars</th>
<th>Number of Grants</th>
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<td>Safe</td>
<td>66</td>
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Our Grantee Partners Include

Represents some of the grantee partners worked with 2015-2021. This is not an exhaustive list.
Where We Work
Securing Safety

This includes children on the move including refugee and migrant children, youth facing homelessness and street-connected children, children living in foster care and alternative care settings, and children impacted by natural disasters.
Safety Is the Most Basic Human Need

For Reference: Safe Impact Overview

The Red Nose Day Fund (RNDF) supports programs targeting children who are part of groups experiencing marginalization living in poverty. These programs have worked through a variety of different interventions, but are largely focused on preventing and reducing violence and exploitation for “children on the move” as well as our Rapid Response grantmaking to respond to natural and manmade disasters.

The heightened risk factors that “children on the move” and those impacted by disaster face can be lessened by flexible programs that meet the children where they are with critical services. The needs of this group of children and young people are multifaceted and require a holistic approach.

Breaking It Down By Numbers

Your support has helped us help millions of kids stay safe. Can we count on you to continue helping us make a difference?

33,927 street-connected and youth facing houselessness served

63,091 refugee or migrant youth served

691,513 youth in programs that address violence, abuse, or Exploitation

494,326 children receiving services in areas affected by disaster
It’s challenging to meet any other needs for a child until the basic need for safety is met. That’s why one of our partners is Covenant House, an agency that provides shelter, food, and crisis care to houseless and runaway youth. Youth can become houseless for many reasons, and unfortunately, there are around 2 million children and young people who experience this yearly in the United States, and even more worldwide.

Ann is one these young people. Born in Haiti, she moved to the U.S. at age four. She experienced an unstable childhood, moving from city to city and state to state as her parents struggled to find stability. Still in high school, she found herself scared, unhoused, and alone in Philadelphia. She turned to Covenant House for help, entering the program in January 2020. Within a few months, she was able to enter their long-term residential housing program. She says that was the first time she ever felt that she had stability in her life.
Case Study: Safe

“I’ll never forget how scared I was, and how the staff made me feel so welcomed right away.”

— Ann, Covenant House resident

Just over a year and a half from the time she arrived at Covenant House, she graduated from high school as the class valedictorian. Shortly after that, she was able to become a U.S. citizen, and a month after that, she was able to move out of Covenant House’s housing program and into her own apartment.

While at Covenant House, she was able to get an internship that led to full-time employment that she loves at a veterinary clinic. She also has her own kitten. Ann was able to accomplish all these amazing things because her need for safety was met — and your donations are what made it possible.
Healthy Futures

Health equity means providing children with quality healthcare services that encompass whole-person wellness, including physical and mental health, as well as access to nutrition and life-saving preventative care, such as vaccines.
Since its founding in the US in 2015, the Red Nose Day Fund (RNDF) has supported programs focused on improving children’s health outcomes through a variety of interventions. We provide resources to improve children’s health and expand access to quality medical, dental, and mental health care services, food and nutrition services, and disease prevention.

Learn more: Health Impact Overview

Here are just a few of the many ways you’ve been helping us make a big difference:

- 44,557,068 nutritious meals served to children
- 19,342,278 vaccines purchased and/or distributed
- 15,563,405 children vaccinated
- 20,131,160 children & young people (CYP) with increased access to basic health services
Baby Lobo was born at the height of the COVID pandemic in one of the poorest Congressional districts in the country. Due to the pandemic, he was discharged from the birthing center less than 24 hours after birth. His watchful parents were concerned about their newborn baby’s health, and took him to one of only three clinical sites serving families of the South Bronx. New York City was under full lockdown, and the baby was only two or three days old.

“She made the calls, the appointments, she kind of fast-tracked everything for us.”

— Brandon, Baby Lobo’s father, on how the pediatrician made sure their family was taken care of.
The pediatrician immediately noticed he had jaundice, and blood tests revealed high levels of bilirubin in his bloodstream. Baby Lobo needed to be hospitalized, urgently. The pediatrician was able to coordinate care for the family and get baby Lobo to the hospital safely, where he thankfully recovered. This clinic and the work done here is supported by the Children’s Health Fund, and Red Nose Day.

“The partnership that we have with the Children’s Health Fund supported by Red Nose Day allows us to do the work that we’re doing. It’s so important to start early as far as making an impact. And obviously kids are the earliest place you can start as far as healthcare goes.”

– Dr. Robin Scott, Baby Lobo’s pediatrician

Watch Baby Lobo’s story here.
Educated Kids, Bright Futures

Education is the key to breaking the cycles of poverty, but far too many children and young people lack access to quality education. Here’s what we accomplished in 2021.
Since our first round of grants in 2015, the Red Nose Day Fund (RNDF) has supported programs targeting education for children living in poverty through a variety of different interventions. We believe education is key to breaking the cycle of poverty, however far too many children lack access to quality schools and learning environments, translating to fewer opportunities for economic mobility and advancement.

Learning more here: Education Impact Overview

Breaking It Down By Numbers

Your support has helped us reach over nearly a million young people with various educational programs ranging from early education to higher education opportunities.

- **93,988** Young children enrolled in early childhood programs
- **444,570** Girls & young women with increased access to basic educational services
- **46,153** Young People enrolled in college/university prep

EDUCATED
Even as the pandemic made access to education increasingly difficult, principal Frances Castillo of PS83 in East Harlem remained optimistic – largely in part due to City Year, a program funded by Red Nose Day and Comcast.

“Everything we do in this school is for our kids. We love our kids.”

– Frances Castillo, principal
East Harlem is one of the most underserved and under-resourced neighborhoods in New York City. At City Year, a high emphasis is placed on educational and academic excellence. Americorps members are on-site to assist teachers in and out of the classrooms.

“...the future of our country and of the world lies in the hands of our kids and giving them the resources that they need.”

– Anna Paolucci, CYNY Americorps member

The school also provides the kids with educational enrichment opportunities beyond the classroom that most of the kids wouldn’t have access to because of financial limitations. These types of activities are typically funded by donations.

Watch City Year’s story [here](#).
Youth Empowerment

By empowering youth to be agents of change, we prepare them for a future as community leaders and changemakers.
Creating Tomorrow’s Leaders

For reference: Empowerment Impact Overview

In 2020, Red Nose Day made the decision to embrace a new focus area within its grantmaking strategy: empowerment. By empowering youth to be agents of change in their communities and the world, Red Nose Day aims to end the harmful cycle of child poverty for good. These programs help ensure children have opportunities to develop as leaders in their communities, advocate for their rights, have increased access to economic mobility and greater agency in shaping their futures. We have two primary areas of focus within Empowerment: economic opportunity and youth leadership.

Since 2020, you helped empower over 180,000 children and young people:

- 130,352 Children and Young People enrolled in leadership development programs*
- 53,241 Young People in career building, skills training and/or income generating programs*
At age 20, Tida became the first person in her family to attend university in the United States. Originally from The Gambia, she dreams of a career in politics as a U.S. senator or the first female president of The Gambia. Or perhaps she’ll become a doctor.

Five years ago, she arrived in NYC from The Gambia with her father and brother. Feeling isolated, lonely, and friendless, Tida found a flyer for Harlem-based the Brotherhood Sister Sol (BroSis) programming. She decided to join. It was a decision that would change her life.

“I had no friends in the beginning, and I decided to join BroSis to explore my areas of interest and be a part of something greater.”

– Tida on why she joined BroSis
Case Study: Empowered

Tida credits much of her growth to the programming at BroSis. This programming is funded by Red Nose Day. Programs focus on leadership development and educational support for Black and Latinx youth, targeting young women like Tida in particular to empower them to become agents of change by supporting them with programming encouraging activism, job training, employment preparation, mental health, community initiatives, and more.

Read Tida’s full story [here](#).
Comic Relief US Funds
The Hand In Hand Benefit for Hurricane Relief brought together the nation’s biggest stars to raise $62 million to benefit organizations serving communities impacted by Hurricanes Harvey, Irma, and Maria.
Harvey, Irma, and Maria were some of the strongest storms recorded in history. Hurricane Harvey hit the United States dumping more than 20 trillion gallons of rainfall. Hurricane Irma led to the evacuation of 6.5 million people, destroying 25% of homes in the Florida Keys. Hurricane Maria made landfall on Puerto Rico with 155 mile-per-hour wind gusts, destroyed about 90,000 homes, and shut down the electrical grid.

From this unprecedented destruction and devastation came something remarkable. On September 12th, 2017, the Hand In Hand Benefit for Hurricane Relief brought the nation's biggest stars together with the public for a night of hope and strength.

Together, we raised $62 million dollars to support organizations directly serving communities suffering from Hurricanes Harvey, Irma, and Maria. We are proud to report that those donations so generously made to Hand in Hand made a significant difference.
Generous donations made a big difference! You can learn more about Hand In Hand’s efforts [here](#), but here’s a brief breakdown by numbers:

- Over 10 million meals distributed: 4.6 meals in Florida, 6.6 million pounds of food to Puerto Rico, over 5 million meals in Texas
- More than 11,000 disaster services, including shelter kits, were provided in the first six months following Hurricanes Harvey, Irma, and Maria
- Hand In Hand helped provide housing and shelter, both temporary and long-term, to those impacted.
Grantee Partners

- Angel by Nature
- ASPCA
- Best Friends Animal Society
- Bethel’s Place
- Children’s Health Fund
- Direct Relief
- Feeding America
- Habitat for Humanity
- Greater Houston Community Foundation Mayor’s Fund
- Rebuild Texas
- Save the Children
- United Way of Greater Houston
- United Way Worldwide
- Volunteer Florida
- Minnie’s Food Pantry
- Forward Puerto Rico Fund
The Juntanza Fund
In 2021, the Comic Relief US Youth Advisory Council launched the Juntanza Fund to provide grants to youth-led programs and changemakers igniting global social change. An initial $50,000 investment supported campaigns and initiatives addressing hunger, access to education, mental health services, and youth leadership.
Juntanza Fund grantee partners receiving the initial investment include:

- **Arable Community Based Organization in Kenya**: supporting youth, especially women, in under-resourced and marginalized communities to adopt sustainable farming practices and better income security in arid and semi-arid lands;
- **Diversify Our Narrative in the U.S.**: championing a more diverse and anti-racist U.S. education system through student advocates and student-led programs;
- **Fundacion Maleua in Colombia**: providing mental health services for Afro-descendant communities, migrants, and others living in vulnerable conditions and creating the first network of youth promoters of mental health in the region;
- **Hawa Feminist Fund in Somalia**: training young female activists to join the women-led coalition in offering mental health and psychological support for survivors of gender-based violence;
- **Pepy Empowering Youth in Cambodia**: helping girls and youth in rural areas of Cambodia access education and improve career readiness; and more.
- **Winam Wezesha Accelerator in Kenya**: is on a mission to empower young women and youth by nurturing their in-demand technology skills and connecting them to digital opportunities in order to drive poverty eradication in low income communities.
Your support matters. It can be life-changing for the children, families, and communities we serve.

Thank you for your time, and for helping us change the world.