Changing the world and working towards a more equitable future, one child and family at a time.
# Table Of Contents

<table>
<thead>
<tr>
<th></th>
<th>Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>Who We Are and What We Do</td>
</tr>
<tr>
<td></td>
<td>History</td>
</tr>
<tr>
<td></td>
<td>Letter from the CEO &amp; VP of Grants</td>
</tr>
<tr>
<td></td>
<td>Four Grantmaking Pillars</td>
</tr>
<tr>
<td></td>
<td>Cross Portfolio Focuses</td>
</tr>
<tr>
<td>02</td>
<td>Our 2021 Red Nose Day Impact</td>
</tr>
<tr>
<td></td>
<td>Securing Safety</td>
</tr>
<tr>
<td></td>
<td>Keeping Children Healthy</td>
</tr>
<tr>
<td></td>
<td>Educating Children &amp; Young People</td>
</tr>
<tr>
<td></td>
<td>Empowering the Next Generation of Leaders</td>
</tr>
<tr>
<td>03</td>
<td>Comic Relief US Funds</td>
</tr>
<tr>
<td></td>
<td>Juntanza Fund</td>
</tr>
</tbody>
</table>
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 almost $2B 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.
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.

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.
Some Of Our Grants Made So Far

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.
Red Nose Day
2021 Impact
Communities affected by the issues as they must be part of the solutions, we’ve prioritized investing in BIPOC, southern focus, and Native communities.

For Reference: See definition of BIPOC/locally-led org for context.

BIPOC Investment Stats:

- 22.3% of all grant funds went to BIPOC/locally-led organizations, an increase from 8% in 2020.
- 45% of all grants went to BIPOC/locally-led grantees.
- Two grants focused on Native communities in the US: Seventh Generation Fund and BGCA Native Services Unit
- 64% of domestic grants in 2021 had programs in US South (18 out of 28)
Total number of children impacted: 1,164,326
Thanks to the generosity of 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>
<th>Amount Awarded</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safe</td>
<td>13</td>
<td>$7,410,000</td>
</tr>
<tr>
<td>Healthy</td>
<td>11</td>
<td>$9,885,000</td>
</tr>
<tr>
<td>Educated</td>
<td>12</td>
<td>$9,133,000</td>
</tr>
<tr>
<td>Empowered</td>
<td>10</td>
<td>$3,650,000</td>
</tr>
<tr>
<td><strong>Total:</strong></td>
<td><strong>46</strong></td>
<td><strong>$30,078,000</strong></td>
</tr>
</tbody>
</table>
2021 Grantee Partners

Action Against Hunger
Amref
Boys & Girls Clubs of America (Native)
Brotherhood Sistersol
charity: water
Children’s Health Fund
City Year
Consortium for Street Children
Covenant House
Echoing Green
EMpower
Feeding America
Grantmakers for Girls of Color
Helen Keller International
International Rescue Committee
Jumpstart
Laureus Sport for Good
Lumos
Corporación Manos Visibles
Nutrition International
Plan USA
Power of Nutrition
Promundo
Fundación Comunitaria de Puerto Rico
Room to Read
Save the Children
Start Early
The Global Fund
UnidosUS
WAVE (West Africa Vocational Education)
Ali Forney Center
American Indian College Fund
Boris L Henson Foundation
Glasswing International
Global Fund for Children
Malala Fund
Posse Foundation
Pratham USA
Seedco
Seventh Generation Fund
Southern Black Girls & Women’s Consortium
We-Care Foundation
CodePath
Coded by Kids
Genesys Works
Per Scholas
Youth Design Center
Securing Safety

This includes refugee and migrant children, houseless and street-connected children, children living in foster care and alternative care settings, and children impacted by natural disasters. Here's what we accomplished in 2021.
Safety is a basic human need. It’s challenging to address any other needs until the need for safety is met. Here’s how you helped us keep children and young people safe:

- **16,670** street-connected and unhoused children and young people served
- **39,853** children and young people in programs that address violence, abuse, or exploitation
- **16,269** refugee or migrant children and young people served
Meet Ann, Who Found Stability At Covenant House

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 a 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.
In 2021 alone, we provided:

**102,405** children & young people (CYP) with increased access to basic health services

**1,733,920** meals served to children

**539,948** children received malaria nets
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.
Case Study: Health

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.
Despite the pandemic raging on, we were still able to provide kids with increased access to educational services. Here's the breakdown by numbers:

- **40,838** girls & young women with increased access to basic educational services
- **27,946** young people enrolled in college/university prep classes/programs*
- **69,376** children and young people with more educational access and/or higher school attendance/achievement
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](link).
By empowering youth to be agents of change, we prepare them for a future as community leaders and changemakers. Here’s what we accomplished in 2021.
We were able to empower over 100,000 children and young people to build skills that will turn them into the leaders of tomorrow.
Tida Credits Her Growth To a Youth Empowerment Program

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.
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.