

The Edith M Ellis 1985 Charitable Trust

The Fairtrade Foundation UK

#FDMYWJJG8C submitted on 8 December 2023

1.1 Please summarise what you are seeking from us

We seek support to deepen the impact and widen the reach of our reinvigorated Fairtrade UK Education Programme. The Programme launched in 2007 as a national initiative to engage youth in development issues and help tackle global poverty through trade. By empowering teachers and students, we continue to create a critical mass of free thinkers who challenge the status quo and advocate for positive social changes not just within their own communities but internationally too.

1.2 Tell us more about your project, the impact it will have on those it aims to help, and why you consider the proposed approach to be innovative

The FTF is part of a global movement for change, the international Fairtrade system, which is the world's most recognised fairtrade system. We strive for equitable, inclusive trading globally, helping to alleviate poverty and promote positive development and human rights for all. However, for sustainable change and impact; influencing young people is the most important catalyst for change, and education is key.

In classrooms nationwide, pupils are being exposed to a narrow range of perspectives, as the Teach First study shows. We believe that global learning is key to ensuring a diverse range of perspectives are brought into the classroom and that students are educated on the global inequities that threaten people's basic human rights. Decolonising the curriculum involves viewing teaching and learning from multiple perspectives, and questioning what is being taught. By empowering teachers and students we create a critical mass of free-thinkers who challenge the status quo and advocate for positive social changes not just within their own communities but internationally too, creating a movement of change makers driven to push for the rights of all.

Our Fairtrade Schools Programme has been engaging young people in development issues since 2007, including looking into the effects of climate change. With almost 700 schools registered and more than 5,000 schools working towards becoming registered for Fairtrade school status, the number of youth and teachers we engage with is on the rise. This education programme will reach marginalised young people who are less likely to know about fairtrade but more likely to personally face poverty, injustice and lack of opportunity, experiences they share with peers in the Global South. Our plan is to research, develop and trial a new education approach targeted to schools and colleges in deprived areas. We propose to offer activities focused on developing campaigning skills, encouraging individuals to take action for fairer trade and also allowing them to apply the skills they learn to their personal and community challenges. By demonstrating how simple, practical and individual actions build up to community actions, to show a public desire for change that can influence decision makers, we will support young people to have their views heard and who become part of a stronger movement of change.

The Programme provides young people an inclusive, diverse perspective on development, human rights, trading and food security and how climate change, unfair trading practices and injustices affect not only food reaching their plate but can contribute to poverty, child labour and gender inequity. The programme is imperative because it not only engages and educates, it also essentially reaches the decision makers of tomorrow, developing their consciousness of the world and laying the foundations for broader, all-inclusive equitable perspectives from a younger age. Through transformational learning methods and exploration students learn about the key issues within global trade and food

consumerism.

We will also amplify the voice of young representatives of Fairtrade Africa, Asia, Latin America to tell their stories and the impact fairtrade has on their life, communities and environment. Working with digital and social media and through face-to-face educational and conference events, advocacy and campaigning opportunities, we plan for young people to come together in the UK education sphere to share experiences. We plan to double our education engagement over 3 years, reaching those who are most marginalised in the UK. In building a movement of empowered free thinkers, able to challenge the status quo and advocate for a greater fairness by taking actions to change systemic injustices - climate change, global trading system, health, education, gender and food security - our students will achieve positive social changes within their own communities and beyond.

1.3 Which grant-giving categories does your project fulfil?

D - Climate change mitigation

1.3d Climate change mitigation

The Programme provides young people a deeper look into climate change mitigation and the role they can play. It also looks into how communities in the Global South face the extremities of hardship due to unfair trade who feel the worst effects of climate change: increasingly extreme weather, more frequent plant disease and more insecure access to food.

1.4 Which country is the project based in?

United Kingdom (GB)

1.5 Will the project continue after initial funding has ended?

Yes

1.5b Please give details of how you plan to continue after initial funding has ended

We are in the process of submitting applications to other Trusts and Foundations to support our education work and will incorporate it into our core operating costs.

1.6 How will the project be monitored and evaluated?

The measurement of our education and engagement programmes in the UK are reported and evidenced by active student participation, the numbers of educational institutions engaged. These measures are captured through our close collegiate working with education institutions, teachers, schools, regular feedback, questionnaires and surveys. We also implement Teacher Surveys for the Fairtrade Awards to demonstrate its value in developing young people's learning about global issues.

2.1 Expenditure

EXPENDITURE ITEM	AMOUNT	NOTES
Education Officers	£80,000	Education officers to support 5,000 schools engaged in Fairtrade Award
University Engagement	£40,000	University engagement role
Research	£30,000	Research to support education
Educational Materials	£35,000	30th Anniversary educational materials
Engagement	£45,000	Global South Voice input to education and engagement
Education Officer for Marginalised Schools	£40,000	Working with marginalised UK schools - Education Officer
SUB TOTAL	£270,000	
Administrative support 10%	£27,000	

TOTAL COST OF UK EDUCATION AND ENGAGEMENT WORK	£297,000	
TOTALS	£864,000	

2.2 Income

INCOME SOURCE	TARGET AMOUNT	AMOUNT RAISED	NOTES
Core Funds	£150,000	£150,000	At present we are in our planning and budgeting phase and there may be a chance to increase this. Any shortfall will reduce the scope of the project.
Other trusts and foundation	£150,000	£0	We are in the process of submitting applications for and approaching around 30 Trusts and Foundations to support our education work.
TOTALS	£300,000	£150,000	

2.3 What is the total amount (in £ sterling) your organisation is requesting from The Edith M Ellis Trust?

£5,000

2.4 Has your organisation made an application to The Edith M Ellis Trust before?

No

2.5 Please state your organisation's annual turnover (in £ sterling)

£10,666,000

2.6 Do you wish to upload your audited accounts or financial statement?

No

2.7 Please tell us where payment should be made if your application is successful

The Fairtrade Foundation
00080518
40-52-40

3.1 Your name

Kerrina Thorogood

3.2 Your contact telephone number

+44 (0)20 7405 5942

3.3 Your position within the organisation

Partnerships Director

3.4 Your email address

kerrina.thorogood@fairtrade.org.uk

3.5 Organisation name

The Fairtrade Foundation UK

3.6 Please state the status of your organisation

UK Charity

3.7 Please summarise what your organisation does

The FTF's vision is a world in which all producers can enjoy secure and sustainable livelihoods, fulfil their potential and decide on their future. Our aim is to connect disadvantaged farmer producers and consumers, promote fairer trading conditions and fair access to world-wide trading markets and to empower producers to combat poverty, strengthen their position and take more control over their lives.

3.8 UK correspondence address for organisation

The Fairtrade Foundation
5.7 The Loom, 14
Gower's Walk
London E1 8PY

3.9 UK telephone number

+44 (0)20 7405 5942

3.10 UK charity number (if applicable)

1043886

3.11 Year established

1992

3.12 Website (if applicable)

<https://www.fairtrade.org.uk/>

3.13 Social media accounts (if applicable)

<https://www.facebook.com/FairtradeFoundation>

<https://www.instagram.com/fairtradeuk/>

<https://www.linkedin.com/company/the-fairtrade-foundation/>

<https://twitter.com/FairtradeUK>

<https://www.youtube.com/user/Fairtradefoundation>

4.1 How did you hear about The Edith M Ellis Trust?

Previous application to The Edith M Ellis Trust