

10 YEARS OF CHOOSE LOVE

To all of our partners - you are the beating heart of Choose Love. Thank you for being the best of humanity.

To everyone who's supported, donated, followed, organised, worn t-shirts and hosted events, you're the reason all of this has been possible.

From the bottom of our hearts, thank you.

Choose Love CIO is a registered charity in England and Wales (no 1177927). In the USA, Choose Love, Inc. is a 501(c)(3) charitable non-profit organisation, and relevant gifts to it are tax-deductible as allowed by law.

Choose Love registered with the Fundraising Regulator in May 2024. We comply with the Code of Fundraising Practice and we ensure that our fundraising activities are legal, honest, open and respectful.



A MESSAGE FROM

“The greatness of a community is most accurately measured by the compassionate actions of its members.”

CORETTA SCOTT KING

Ten years ago, a group of friends wanted to stand in solidarity with people forced to flee their homes, compelled by a simple truth - no one chooses to leave everything behind unless they have no other choice. Out of that conviction, Help Refugees (soon to become Choose Love!) was born - an idea that began with friends trying to help and grew into an organisation driven by generosity, love, and hope.

In the decade since, the world has changed beyond measure. Forced displacement has risen at an exponential rate, driven by conflict, persecution, the climate crisis, and systemic inequalities. Today, more people are displaced than at any other time in modern history. Yet alongside this sobering reality, something powerful has grown - a community of people determined to show up for others, to challenge indifference, and to choose love over fear.

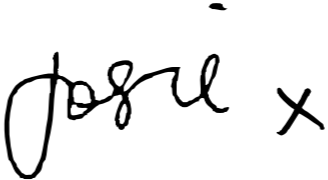
This impact report is a reflection of that journey. It belongs to the staff and volunteers who pour their energy and expertise into everything we do. To our trustees, who guide us with wisdom and care. To our families and friends, who sustain us. To the ambassadors and public figures who have used their platforms to shine a light on stories that might otherwise remain untold. Most of all, it belongs to the countless supporters who have stood with displaced people in moments of profound need. Together, you have made the impossible possible.

I am proud that Choose Love has become a bridge between charity and activism - a place where giving feels dynamic, urgent, and yes, even cool. We have shown that compassion can be bold, creative, and infectious. Along the way, I have learned more than I could have imagined from the resilience of the communities we serve, from our partners on the ground, and from all of you who have joined us in this work.

And yet, this is not the end of the story - it is only the beginning. Displaced people need more support now than ever before. The challenges are vast, but so is the capacity for change when we act together. In the courage of refugees, in the kindness of strangers, in the relentless efforts of those who refuse to look away, there is hope.

It is the greatest honour of my life to walk this path alongside you. Thank you for choosing love. Here's to the next ten years - and beyond.

With love and gratitude,



Josie Fernandez-Marelli
CEO & Co-Founder, Choose Love



Photo: Sara McKinnon

OUR CEO

10 YEARS OF



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PACT

Over the last 10 years we have built an organisation rooted in compassion, solidarity and love. We have done this together with a remarkable and ever growing community who believe in the power of people. Together our impact reaches across the world. It's hot meals for a family, a life saved at sea, a child in school, a family reunited. It's a world where love always wins.

Choose Love started with a Facebook fundraiser which catalysed a philanthropic movement - our values-based approach touched the hearts of so many people and turned compassion into giving.

Creative, bold fundraising and powerful, unflinching communications have always been at the heart of Choose Love's model, especially as when we began back in 2015, we drew a firm red line - we wouldn't accept government funding. That decision meant we could always remain flexible, responsive and uncompromising in our values.

Since then, the support we've received has been nothing short of extraordinary. We're deeply grateful to the more than 130 Trusts, Foundations, and high-net-worth individuals who have backed us - and to the thousands of others who gave what they could.

Each of you has shown up for displaced communities and invested in the work of our partners. Your generosity has helped us adapt and grow with a changing world.

We've grown #HelpRefugees into a humanitarian first organisation, reaching and influencing over 250 million people on social media

Since we started with as little as a hashtag and a mission, we've grown #HelpRefugees into a humanitarian first organisation, reaching and influencing over 250 million people on social media, creating an active and engaged community of supporters who help us raise money for partners on the ground, take action to change social attitudes, and advocate for displaced communities around the world.

The impact of our community is something awe inspiring. Beyond donating money, you have worn our t-shirts, run marathons, visited the Choose Love shop, shaken buckets, filled containers with clothes, cycled across the world, signed petitions, protested outside of Parliament, and carried out countless other acts of incredible kindness and solidarity to help keep our work going.

WHAT WE'VE ACHIEVED

In 10 years we have supported 607 grassroots partners across 51 countries. The impact of this network cannot be overstated, in the people they reach but also the powerful message of hope and solidarity they send to displaced communities all around the world.



250
MILLION
PEOPLE
SUPPORTED

Photo: Kaz Firpo

169

MILLION LITRES
OF CLEAN WATER
DISTRIBUTED

870,000

FOOD PACKS
DISTRIBUTED

£125

MILLION RAISED

4.5

MILLION
HYGIENE ITEMS
DISTRIBUTED



Photo: Dobroty Club

155,000

PEOPLE ACCESSED MENTAL
HEALTH SUPPORT

170,000

 LEGAL CASES SUPPORTED

Photo: Choose Love

7

MILLION MEALS
DISTRIBUTED



Photo: SOS Humanity

40,700

LIVES SAVED AT SEA

Photo: Verónica Gabriela Cárdenas - Solidarity Engineering



4

MILLION NAPPIES
DISTRIBUTED

2.2

MILLION ITEMS OF
CLOTHING DISTRIBUTED



Photo: Alice Aedy

1.3

MILLION PEOPLE
ACCESSED MEDICAL
SUPPORT

10 YEARS OF
RESPONDING TO

CRISIS

ISIS



Photo: Choose Love

2015

Help Refugees forms to support refugees in Calais

Our story begins in London, with a group of friends who had seen the horrific situation unfolding in Calais as thousands of displaced people were living in appalling conditions in the makeshift refugee camp. Help Refugees is born, and hundreds of volunteers mobilise to support our relief efforts.

Every day, thousands of meals came out of the Refugee Community Kitchen, while the Calais Woodyard team delivered tonnes of firewood across the camp. The Unofficial Women and Children's Centre offered a safe space for women and children inside a stationary double-decker bus, and the Refugee InfoBus brought Wi-Fi, charging points, and vital information to residents. The Refugee Youth Service worked tirelessly to keep unaccompanied children safe, and the Help Refugees and L'auberge de Migrants warehouse served as a central hub - coordinating the response, sorting donations, and distributing thousands of desperately needed supplies. This was an extraordinary collective effort that set the tone for the years to come, choosing action over indifference, and love over fear.

2016

Choose Love expands operations into Greece

Anticipating the EU/Türkiye deal, which would restrict access to Europe for displaced people, thousands of refugees arrive on the Greek Island of Lesbos and Idomeni - Choose Love responds by expanding their work in Greece. We connected with volunteers across Lesbos and Northern Greece to fill urgent and rapidly increasing gaps. Back in Calais, we are pushing the UK government to support the Dubs Amendment and allow hundreds of unaccompanied children stuck in Calais to be safely transferred to the UK.



Photo: Alice Aedy



Photo: Restless Beings

2017

The Rohingya crisis in Bangladesh

Choose Love responds to the devastating Rohingya crisis, funding organisations providing life-saving nutrition for pregnant women and infants under 2 years old in Cox's Bazaar, and further south in Balukhali camp, bringing mental health support to children and young people.

The closure of European borders and the EU-Türkiye deal continued to leave hundreds of thousands of displaced people trapped along the migration route from Greece to Northern France. Choose Love rapidly expands our grantmaking portfolio to 12 countries including Croatia, Bosnia and Serbia.

2018

Violence and political instability causes mass displacement in South and Central America

Seeing the need to support an increasing number of refugees seeking safety in the US, Choose Love starts developing partnerships with organisations working on the US/Mexico Border.



Photo: Verónica Gabriela Cárdenas - Solidarity Engineering

2019

Choose Love begins work on the US/Mexico border and launches Save Idlib Campaign

Choose Love begins funding 7 grassroots organisations in Mexico and the US. These partners provide legal aid, safe shelter, community spaces, food, and help people access hidden sources of clean water along the dangerous route, saving countless lives.

In April 2019, the Syrian regime and its ally, Russia, launched a major offensive in Idlib and surrounding areas in northwest Syria with civilians being targeted. In addition to funding partners working on the ground, we launched an advocacy campaign—"Save Idlib: Choose Lives, Choose Love"—to raise awareness and call for the protection of civilians.



2020

COVID-19 spreads across the world, creating new challenges for displaced communities

As COVID-19 spread across the world, claiming millions of lives and plunging communities into isolation and fear, displaced people faced even greater risks. For those on the move, living in makeshift camps or without shelter, protection was almost impossible to find.

Our network of partners quickly mobilised with innovative, life-saving responses - building medical centres and pharmacies in camps, producing masks and PPE, and finding safe ways to continue distributing vital supplies. Together, we supported civil society as they stepped up to meet this unprecedented global challenge.



Photo: Violet



Photo: Peace of Mind Afghanistan

2021

After years of instability and conflict, the Taliban takes control of Afghanistan

Following the UK and US withdrawal from Afghanistan and the Taliban's return to power, Choose Love quickly mobilised with 23 partner organisations to support those affected. They provide food, fuel, medical care, and cash assistance to families in need. Across the UK and US, we supported Afghan refugees with essentials, safe accommodation, language classes, and mental health care, while backing Afghan-led advocacy efforts for family reunification.

Help Refugees formerly changes its name to Choose Love!

2022

Russia wages war on Ukraine

Following Russia's invasion of Ukraine, Choose Love launches an emergency appeal, raising £10.5 million. By the end of the year we provide funding to nearly 100 partners working across Ukraine, and 11 in neighbouring countries supporting people displaced by the war. This remarkable, coordinated and rapid response reached 2.3 million people.

Photo: Kaz Firpo - Save Ukraine

2023

A year of poly crises - Choose Love responds

Choose Love responds to multiple emergencies including the Türkiye/ Syria earthquake, the Morocco earthquake and floods in Libya. We also launch the 'Civilians are not a target' campaign to support organisations responding to the genocide in Gaza and ongoing occupation.

2024

The fall of the Assad regime in Syria. Choose Love launches "Keep Eyes on Sudan" campaign

Choose Love has been funding organisations in Syria for the past 9 years, including most notably the White Helmets, when the Assad regime fell in December 2024. Many of our partners would go on to support in the rebuilding of the country - demonstrating the strength of Syrian civil society organisations. In 2024 we launched the 'Keep Eyes on Sudan' campaign in response to the worsening conflict, and began funding 6 partners across Sudan, South Sudan, Egypt and Chad, reaching displaced people with food, water, community support and life saving evacuations from conflict zones.



Photo: Alice Aedy

2025

Choose Love's 10th Anniversary

In our anniversary year we step up our advocacy work - focusing on the genocide in Gaza and the ongoing conflict in Sudan. We launch an open letter to Keir Starmer, signed by over 400 public figures, hold a Vigil outside the Houses of Parliament to read the names of all the children who have been killed in Gaza, and we are the charity partner for the Together for Palestine concert - which raises nearly £2M for Palestinian organisations.



Photo: Tom Nicholson

10 YEARS OF

LEARN

The last 10 years have been a whirlwind - and we've had to do a lot of learning (and unlearning) on the job!

We've grown from a group of friends discussing how they could help on a WhatsApp group, to an organisation with a full, dedicated team, supporting hundreds of organisations around the world. It's not been easy, and the learning curve has been steep at times.

However, from these unlikely beginnings, Choose Love has created something incredibly special - redefining what it means to put humanity first, centring everything around the grassroots organisations we serve, and evolving our communications into powerful movement and community building.

It's been a wild ride, but what have we learned?

WINNING



1

THE GRASSROOTS ECOSYSTEM IS WHERE DEMOCRACY IS NURTURED, PROTECTED, AND RENEWED.

It is at this level - in communities, collectives, and volunteer networks - that people organise, advocate, and care for one another when systems fail. Grassroots groups are often the first to respond and the last to leave, working with agility, creativity, and deep local knowledge - they are the true heroes of the Choose Love story.

Yet, despite their critical role, grassroots organisations remain chronically underfunded. Until funders can deploy resources directly and effectively to the grassroots, organisations like Choose Love serve as vital intermediaries - ensuring that funding flows to where it's most needed, and that small, community-based actors are not left behind. Choose Love bridges a critical trust gap between traditional philanthropy and frontline action, providing due diligence and accountability without diluting the authenticity and autonomy of grassroots leadership.

Over the past ten years in Greece, Choose Love has invested deeply in the grassroots network that emerged in response to the refugee crisis. What began as an emergency humanitarian response has evolved into a sustained, collaborative ecosystem supporting people through protracted displacement, structural inequities, and political hostility.

Through this decade-long journey, Choose Love has witnessed the transformation of grassroots work - from crisis response to long-term resilience building. These networks have become enduring pillars of solidarity, continuing to fill the gaps left by governments and institutions, and embodying the democratic spirit at the heart of collective action.

Over the past ten years in Greece, Choose Love has invested deeply in the grassroots network that emerged in response to the refugee crisis



Photo: Alice Aedy

THE MELISSA NETWORK FOR MIGRANT WOMEN

CASE STUDY

The Melissa Network is a vibrant community in Athens founded in 2014 by migrant and refugee women from all over the world. Today, it has over 500 members from 50 countries.

This inspiring group, each with their own lived experience of displacement, have come together to respond to the evolving needs of their community. Guided by shared leadership and collective decision-making, the team has created a welcoming space where women have access to opportunities to heal, learn, and rebuild with dignity and confidence.

Throughout a decade-long partnership with Melissa, Choose Love has witnessed unrelenting need, and a rapid withdrawal of donors as Greece faded from the humanitarian spotlight. Multi-year funding and support has allowed the team to provide consistent, trauma-informed, and holistic care to a growing network of displaced women.

Melissa's care extends far beyond the city of Athens. As women move on and begin new chapters, the Melissa team stays connected - celebrating milestones, and continuing to be a source of strength and belonging no matter where life takes them.



“Melissa gave me calmness when I was drowning in panic. It helped me remember my strength.”

MELISSA COMMUNITY MEMBER

IRIDA

CASE STUDY

The Irida Centre grew out of the compassion and determination of volunteers who had witnessed the 2016 crisis at the Greek border, where thousands of people were trapped in dire conditions. When people were later moved to Thessaloniki, the team set out to create a space that offered not just support, but a sense of safety and belonging.

In 2018, Choose Love supported Irida as they built their project, watching it evolve into the beautiful space it is today. Since then, consistent and flexible funding has ensured the team could continue developing this essential work, knowing they were building something to last.

Irida is now an inspiring, community based project providing holistic support tailored to each person's needs, walking alongside them as they rebuild their lives. Their space has now reached more than 3,400 women and 1,100 children with vital protection, legal support, skills-building, vocational training, employability support, and above all, the care of a welcoming community.



FREE MOVEMENT SKATEBOARDING

CASE STUDY

In November 2016, Will Ascott found himself at a community centre in Athens, chopping vegetables for that day's lunch service. As he worked, he told the woman next to him about his recent time in Palestine with SkatePal, teaching children how to skateboard and witnessing the incredible impact it had on their mental health.

They spoke about the heartbreaking situation around them - refugee children and young people living through unimaginable trauma. Will shared his idea to bring a skateboarding project to Athens, offering wellbeing through a physical and creative outlet. The woman happened to be Josie, who encouraged him to go for it. Choose Love, then Help Refugees, provided funding, believing in his idea and his unrelenting passion, which is still evident today in everything Free Movement Skateboarding (FMS) does.

Since then, FMS has become a vital force for empowerment and connection in Athens, reaching 4,400 children with 1,550 sessions! Its mobile skatepark has transformed city corners into safe, inclusive, and welcoming spaces where young people from the refugee, local and Roma communities can come together.

Long term, consistent support from Choose Love has helped their organisational sustainability. This backing enables the team to retain dedicated staff and focus on what truly matters: providing regular, high-quality, and joyful skateboarding sessions to children and young people from all walks of life.



BETTER DAYS

CASE STUDY

In 2015, almost 500,000 refugees arrived on the shores of Lesbos, many fleeing the war in Syria and seeking safety in Europe.

Better Days was formally founded on Lesbos in early 2016, and in their first six months, alongside their grassroots network, they delivered emergency aid and support to more than 70,000 people. Since then, they have built schools, shelters and protection mechanisms across Greece reaching thousands of people.

At the heart of their mission, alongside emergency response, is Gekko Kids, a school for unaccompanied and separated children. Rooted in a trauma-aware, personalised approach, Gekko Kids offers safety, stability, and belonging for young people on the move.

Since 2017, Choose Love has partnered with Better Days to support both their emergency response work and the continued growth of Gekko Kids. The stability of this project has been life-changing for the young people it serves. Beyond the classroom, the programme helps students access higher education and ensures that their living conditions never limit their opportunities.

One student from Iran, who arrived in Lesbos speaking only Farsi, spent three years with Gekko and went on to pass the Greek university entrance exams with one of the highest marks in the country. His story stands as a powerful testament to the transformative support Gekko provides to young people whose education has been disrupted by displacement.





YOU CANNOT BUILD LONG TERM RESILIENCE WITHOUT FLEXIBLE FUNDING

In moments of crisis and in the slow, complex work of recovery, grassroots organisations need the ability to adapt - to respond to shifting realities, to experiment, to sustain their teams, and to plan for the future. Rigid, project-based funding often undermines this adaptability, forcing organisations to prioritise donor expectations over community needs.

At Choose Love, we made a deliberate decision to provide only unrestricted funding to our partners. This approach reflects our belief in trust-based philanthropy - that those closest to the challenges are best placed to decide how resources should be used. By giving unrestricted grants, we enable our partners to invest in their own priorities: strengthening their operations, supporting staff wellbeing, responding to emerging needs, or innovating new solutions. Over time, we've seen how this flexibility has directly supported the

long-term resilience of our grassroots partners. It has allowed them not only to survive amid uncertainty but to thrive - to grow stronger, more sustainable, and more self-determined.

But this model depends on funders extending the same trust to us. When funders provide unrestricted funding to Choose Love, they empower us to channel that flexibility onward - creating a multiplier effect of trust and resilience throughout the ecosystem. Unrestricted funding allows us to be responsive, efficient, and deeply aligned with the evolving realities on the ground.

True resilience is built on trust. And trust begins with flexibility.



Photo: Alice Aedy

VELOS - MUSTAFA MOHAMMAD

CASE STUDY

Mustafa, who was once on the path to becoming a ship captain, saw his life take a dramatic turn with the outbreak of the Syrian war - an experience that deeply shaped his dedication to supporting vulnerable communities.

When one of Choose Love's partners, the Refugee Youth Service, decided to expand their operations from Calais to Greece, they headed to Athens to understand how best they could help. What they found was heartbreaking - a severe lack of youth centres, overcrowded shelters, and countless vulnerable young people living unhoused in parks, squats, and on the streets.

From this trip, Velos Youth was born - a small but vital service in the heart of Athens. A place to find food, guidance, psychosocial support, and youth workers with lived experience of displacement helping them navigate the hostile systems around them. One of those youth workers was Mustafa Mohammad. As a refugee himself, Mustafa is well placed to support others on journeys similar to his own. 10 years on, he now leads the wonderful Velos team.

Mustafa says that Velos Youth wouldn't have been possible without Choose Love - "Choose Love is the only funder that invests in the organisation itself, not its deliverables".



When Mustafa started at Velos he had to learn everything from scratch, navigating the humanitarian sector for the first time within this new and unique organisation. Choose Love supported him, and Velos through this. Our support pushed them to build their capacity and learn by doing. They were able to connect with other donors, finding they had everything they needed to evidence the incredible success of their model and diversify their funding base.

Since opening their doors, Velos has reached thousands of young people. Some still visit whenever they return to Athens, saying they'll always feel rooted in that community.

Mustafa describes Choose Love's support as "the joker" - "the puzzle piece that can be any shape." In a country where the government often criminalises and restricts civil society, we ensure grassroots organisations not only survive but strengthen as part of a long-term network for displaced and local communities alike.

SAY IT LOUD CLUB - ALOYSIUS SSALI

CASE STUDY

Aloysius Ssali founded the Say It Loud Club in 1994 while studying in Uganda, determined to stand up for LGBTQIA+ rights in a country where being open about your sexuality could be life-threatening. His activism quickly gained attention, but in a place with deeply discriminatory laws, that visibility came at a cost. To stay safe, Aloysius moved to the UK to continue his studies.

When he returned home in 2005, he was captured and tortured simply for being himself. With six months left on his student visa, he fled once again to the UK, seeking safety and a chance to rebuild his life.

At that time, the UK did not recognise sexuality as a valid reason to claim refugee status. For five long years, Aloysius lived without papers, uncertain of his future. In 2010, his strength and perseverance were finally recognised when he was granted refugee status.

Aloysius has carried the spirit of Say It Loud Club for over 30 years. Today, it is a vibrant community, working towards a future where every person is given the safety, rights, and specialist support they need to rebuild their lives in the UK. At its heart is long-term, person-centred care shaped by the lived experience of its members.

Consistent core funding from Choose Love has been instrumental in helping Say It Loud Club continue providing life-changing care to LGBTQIA+ asylum seekers across the UK. More than just partners, we feel part of the Say It Loud Club family, with the privilege of watching their inspiring movement grow.



3

BEHIND EVERY STATISTIC IS A PERSON

Someone with a name, a story, and a future still being written. In a world where displacement numbers are reaching record highs, it's easy to become overwhelmed by data and projections. The sheer scale of global crises can make people feel abstract, their humanity lost in the numbers.

At Choose Love, we hold fast to the truth that every figure represents an individual life - a child separated from their family, a young person forced to flee persecution, a mother seeking safety for her children, a queer refugee rebuilding a sense of home in a hostile world. Our work begins and ends with people - their dignity, their safety, and their right to thrive.

Over the years, we have supported thousands of individuals through our grassroots partners - from unaccompanied minors navigating dangerous journeys alone to LGBTQIA+ refugees fighting for acceptance and community in exile. Stories like that of Nyashan Jeremiah Sero - a young, courageous refugee leader, and of the partners who fought for accountability of those responsible for the death of 40 asylum seekers detained in Mexico.

When we focus on the human stories behind the numbers, we're reminded that progress isn't measured only in metrics, but in the moments of safety, connection, and hope that define people's lives. Choose Love's role is to ensure those moments happen - one person, one story, one act of solidarity at a time.

Photo: Hand in Hand for Aid and Development



NYASHAN JEREMIAH SERO - REFUGEE YOUTH LEADER, KENYA

CASE STUDY

Nyashan Jeremiah Sero is a young person from Kenya who is participating in Choose Love's Global Leadership & Organising by Refugee Youth (GLORY) programme. This brings together young people from across the world in a leadership council supported by the guidance of Choose Loves Magid Magid. She is a student at the Gatwich Hub in Kakuma Refugee Camp in Kenya run by our amazing partner Gua Africa. We asked her how Choose Love has impacted her...

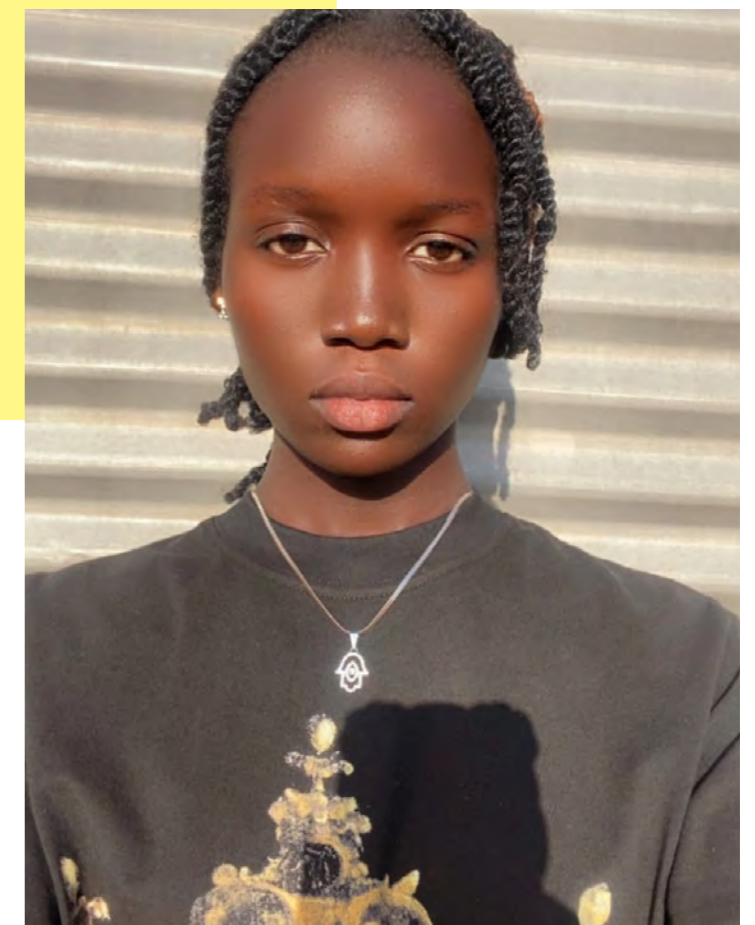
"Choose Love's Global Leadership programmes has been a light in my journey as a young refugee leader. Their mentorship has taught me to believe in myself, to lead with peace, and to always keep love and compassion at the center of my work.

One of the most impactful ways they have supported me is by providing internet equipment. As a refugee youth, access to resources is often a great challenge, but this support has opened doors for me. With it, I have been able to research, study, and take part in courses and training that help me pursue my goals.

Another powerful gift that Choose Love has given me is the opportunity to connect with other young refugee leaders from different countries. Through these interactions, I have learned so much about teamwork,

resilience, and the strength of young people when we come together. The sense of solidarity and shared experience has taught me that leadership is not about walking alone, but about building peace side by side with others.

Choose Love has helped me grow as a peace builder, supported me in pursuing my dreams, and planted hope in my life. I am proud to be part of this journey, and I know the seeds they are sowing in young leaders like me will continue to bear fruit in our communities and beyond."



CIUDAD JUÁREZ FIRE, MEXICO

CASE STUDY

On 27 March 2023, a devastating fire broke out at the Ciudad Juárez migrant detention centre in Mexico - a facility long-known for its overcrowded and inhumane conditions. Forty people lost their lives and twenty-seven were severely injured after officials reportedly refused to open the doors and release those trapped inside. While initially described as an accident, an in-depth investigation by one of Choose Love's partners - Lighthouse Reports revealed that those in charge at the centre had chosen not to unlock the cells, leaving people to die in the flames.

The tragedy sent shockwaves through communities, with families demanding truth, justice, and accountability. In the months that followed, we supported our partners Derechos Humanos Integrales en Acción (DHIA) and Instituto para las Mujeres en la Migración, A.C. (IMUMI) as they stood beside the survivors and the families of those who were lost, providing legal, emotional, and humanitarian support.

In September 2024, they helped coordinate a public apology from the former Mexican immigration commissioner - a key moment in the fight for justice and recognition. More than 80 victims and relatives took part.

DHIA also supported families in obtaining humanitarian visas, and even accompanied a disabled survivor on his journey home to Guatemala after the event. Through compassion, persistence, and courage, our partners continue to seek truth and accountability for the victims of Ciudad Juárez.



Photo: Choose Love



LOVE GOES A LONG WAY

At Choose Love, we've seen that love is not passive - it's an incredibly powerful force for good. Our voice has become a force in driving advocacy campaigns that challenge injustice and push for change.

From helping win safe passage for unaccompanied refugee children through the Dubs Amendment, to backing strategic litigation against the UK and French governments, to supporting Asylum Aid in its action against the Rwanda policy, and advocating for a ceasefire in Gaza - we've stood alongside those fighting for fairness and dignity.

OPEN LETTER ON GAZA

In 2025, Choose Love brought together over 400 public figures to put pressure on the UK Government to end their complicity in the ongoing genocide in Gaza, challenging them on their continued arms sales to Israel. The Prime Minister replied - a testament to the power of Choose Love's advocacy, which we believe played a key role in their future stance on the genocide.

Photo: Choose Love



THE DUBS AMENDMENT

In 2017, together with our partners, we initiated litigation against the UK Home Office for its failure to fully implement the Dubs Amendment. Named after former child refugee, campaigner, and Choose Love champion Lord Alf Dubs, this policy was designed to provide safe and legal routes to the UK for unaccompanied child refugees in Europe. Our legal action resulted in an increase in the number of places available for unaccompanied minors from 350 to 480.

RWANDA PLAN

In 2023, we supported our incredible partner Asylum Aid to successfully challenge the Rwanda Plan put forward by the British Government - a hostile policy that would allow the UK to transfer asylum seekers to Rwanda to process their claims there. Asylum Aid tirelessly pushed the government to recognise the harm it would cause by forcibly sending asylum seekers to Rwanda. Thanks to their efforts, the government was ultimately forced to withdraw the plan.

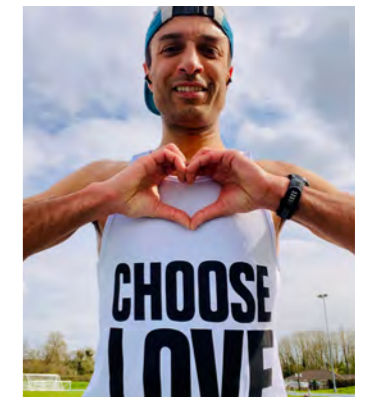




IT TAKES A VILLAGE — COMMUNITY MATTERS MORE THAN EVER

Choose Love doesn't belong to any one person - it's built by community, for community. From day one, ordinary people have stepped up, rolled up their sleeves, and shown what it means to put values into action.

From grassroots fundraising and events to our Choose Love shop, our community has been the engine driving everything we do. At every gathering, we see people giving what they can, embodying our values, and proving that real impact comes from real people choosing love in action.



Clockwise from bottom left
Wilderness Festival
Glastonbury Festival
Lakwena painting a Choose Love mural at the Southbank Centre
Choose Laughs promotional poster
Imad Alarnab from Imad's Syrian Kitchen
I Weigh x Jameela Jamil presents James Blake and friends in LA
Choose Love's amazing community fundraisers (various)
Choose Love t-shirt designed by LABRUM
Yasmine Qaddumi (Taawon), Vivian Khala (PCRF) and Amira Nimrawi (PMRS) at the Together for Palestine concert (Photo: Luke Dyson)



TRUST IS A CHOICE

We've made the active decision to place our trust in local, grassroots leadership - and we've built every process around that principle, while safeguarding the funds entrusted to us. Our partners and their communities are the driving force behind everything we do.

Being needs-led means listening first, acting second. It means shaping our response around the realities on the ground, not assumptions from afar. It means investing in refugee leadership and lived experience, because the people closest to the challenges are also closest to the solutions.

Choose Earth is a campaign standing with Brazilian Indigenous Leaders fighting for the future of our planet.

Photo: Earthrise for Choose Earth



NO NAME KITCHEN

CASE STUDY

The journey for displaced people along the Balkans migration route is marked by exhaustion, hostile conditions, and, too often, mistreatment by the authorities meant to protect them. No Name Kitchen works along the Balkan route to provide vital health services, distribute urgent aid, and carry out land-based search and rescue missions in remote areas, where people on the move face extreme risks. Trained volunteers reach those in danger with life-saving care, alert the authorities, and remain with displaced people to ensure their right to safety and dignity is upheld.

In a region where human rights violations are a daily reality, No Name Kitchen's work shines a light on these abuses, demanding accountability and fighting for the rights of displaced people.

Since 2019, we have proudly supported No Name Kitchen's work in Italy, Bosnia & Herzegovina and Serbia, trusting in their agility and dedication as they build their response around the evolving needs of the communities they work with.



Photo: No Name Kitchen

Photo: Makani



THE COLLECTIVE FOR REFUGEE LEADERSHIP IN MENA (CRLM)

CASE STUDY

In 2021, we came together with a group of donors united by a shared goal - to centre refugee leadership in humanitarian response and remove the barriers to funding faced by small, community-based organisations. From this vision, the Collective for Refugee Leadership in MENA (CRLM) was born.

Four years on, CRLM has helped build a truly refugee-led ecosystem across the region, one where communities shape the decisions and programmes that affect their lives. Together, we have supported 31 refugee-led organisations (RLOs) across Lebanon and Syria, reaching more than 300,000 people with both emergency aid and long-term support.

Our mission is to shift power, share resources, and stand behind RLOs as they lead efforts to advance the rights, well-being, and safety of their communities. Too often, people on the move are excluded from decisions made in their name. CRLM exists to change that - to put refugee leadership at the heart of humanitarian action and create more inclusive, sustainable responses.

At every step, refugee-led organisations guide our work - co-designing strategies, shaping priorities, and ensuring that resources are used to respond directly to the visions and needs of their own communities.

WHITE HELMETS

CASE STUDY

Since 2011, more than 14 million Syrians have been forced to flee their homes in search of safety. As the conflict deepened and communities came under relentless attack, a brave group of volunteers came together - forming the White Helmets in 2013, later known as the Syria Civil Defence. What began as small teams carrying out life-saving search and rescue missions quickly grew into a nationwide movement. The White Helmets have since become a symbol of hope, with more than 3,000 volunteers working to respond to crises, save lives, and rebuild communities across Syria.

Choose Love has partnered with the White Helmets since 2016. Through years of conflict and devastation, they have shown extraordinary courage - standing beside communities where over 90% of people now live in poverty, and where humanitarian aid remains a lifeline.

When devastating earthquakes struck Türkiye and northwest Syria in February 2023, the White Helmets once again stepped up. It became their largest rescue operation to date, spanning 182 sites and 62 communities. Their teams rescued nearly 3,000 people from the rubble and recovered the bodies of thousands more. In the months that followed, they helped communities begin the long process of recovery and rebuilding hope.



As Syria continued to endure immense hardship, a historic shift came in December 2024. After nearly a decade of devastating conflict, the fall of the Assad regime marked a defining moment - ending more than fifty years of oppression and injustice. With that collapse came new possibilities for humanitarian action and renewed hope for reaching long-underserved communities.

It has been a privilege to stand alongside the White Helmets through these extraordinary years - building a relationship founded on trust and respect, and witnessing their unwavering commitment to saving lives. They remain one of the strongest pillars of Syria's remarkable civil society response - a movement that continues to bring light, dignity, and hope to millions.

THE LOTUS FLOWER

CASE STUDY

The Lotus Flower (TLF) was founded on a simple yet powerful belief - that women and girls affected by conflict and displacement deserve the opportunity to rebuild their lives with dignity, strength, and hope. At the heart of their four women's centres in Iraq lies a deep commitment to gender equality. Through programmes focused on education, health, safety, and human rights, TLF empowers women to rise from hardship and reclaim their futures, turning pain into purpose and potential.

In 2024, this mission blossomed beyond borders with the launch of The Lotus Flower Community Space in the UK. The centre serves both as a fundraising hub and as a welcoming refuge for women from refugee and migrant backgrounds. It has quickly become a sanctuary - a place where women can find respite, connect deeply with one another, and build a community that heals and thrives together.

The impact of this work is best understood through the lives it transforms. Yasmin, a 14-year-old refugee at risk of early marriage, joined TLF's Child Protection Programme. Through awareness sessions and psychosocial support, her family came to see the importance of her education. Yasmin returned to school and began to excel - her father said, "This programme saved my daughter's future."

Amina, a survivor of domestic abuse, found her voice through the GBV Structured Awareness Programme. With counselling and legal support, she escaped violence and is now a passionate volunteer helping other women. She shared, "This programme gave me the courage to stand up for myself."

Our partnership with The Lotus Flower is built on trust, respect, and the belief in local leadership. By supporting their core operations and flexible response, we've helped ensure that TLF can continue expanding its life-changing work - creating spaces where displaced and marginalised women not only survive, but thrive, together.





VALUES = BRAND

At Choose Love, our values are our brand. From the very beginning, people have connected with our organisation because they recognise that our message is simple, authentic, and deeply human. We didn't set out to create a "brand" in the traditional sense - instead, our values grew into a movement. By embodying the act of choosing love in everything we do, we have built something that people feel part of, not just something they support. That is why our message has resonated so widely and why it continues to inspire.

This connection is made possible by the extraordinary people who have carried Choose Love forward. Our incredible staff and trustees, past and present, have poured their passion, commitment, and expertise into shaping this organisation. Their vision, alongside the countless individuals who have given their time and energy over the years, has allowed us to remain true to our values while growing into a force for change.



Denis Sulta at Choose Love's Pikes Residency, Ibiza (Photo: Elliot Young)



Clara Amfo and Rachel Jackson x Choose Love jewellery collaboration



The Choose Love Shop, Carnaby Street



“It’s a note to self really - a piece of propaganda”

“When I first met Choose Love and they told me what they were doing I was blown away by their compassion, and amazed that they were literally raising money one day and using it to put food into baby’s mouths the next.

They asked me for help designing a t-shirt to raise money - I suggested CHOOSE LOVE as it seemed to encompass everything they were doing, and a great thing to be reminded of when you’re walking down the street. It’s a note to self really - a piece of propaganda - if all our actions came from a place of love then the world would be a different, better place.

Who could believe that 10 years and 7 million meals later they would be where they are now - I feel incredibly honored to work with them.”

KATHARINE HAMNETT



Photo: William Pine

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OUR AMBASSADORS ARE OUR SUPERPOWER

Celebrity supporters have played a crucial role in helping Choose Love grow into the impactful humanitarian organisation it is today. By using their public platforms, well-known figures across music, television, the arts, fashion, and film have amplified our message and brought global attention to the needs of refugees and displaced people. Their support has not only increased visibility but also inspired donations, volunteer engagement, and partnerships that have expanded Choose Love's reach. Through social media campaigns, public appearances, and personal advocacy, these ambassadors have helped transform Choose Love from a small grassroots movement into an internationally recognised force for good.



Top to bottom
 Phoebe Waller Bridge, Andrew Scott and Ben Aldridge at the Choose Love Shop (photo: Nathalie Weatherald)
 Tan France wears the Daniel Fletcher x Choose Love t-shirt
 Wyclef Jean holding Choose Love t-shirt
 Choose Love's staff and supporters welcome Sadiq Khan the Choose Love Shop

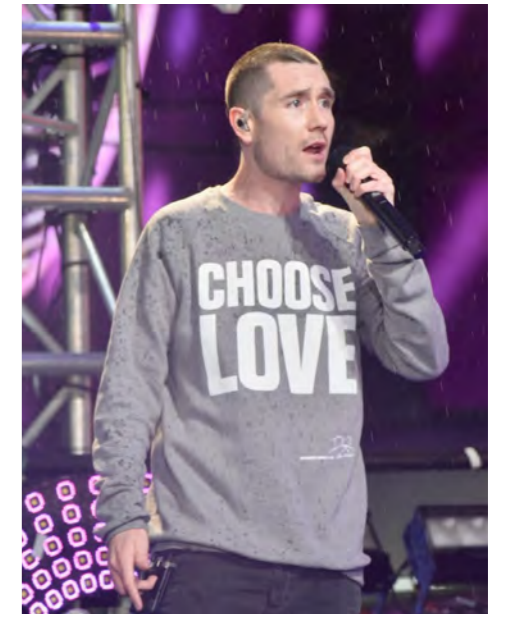
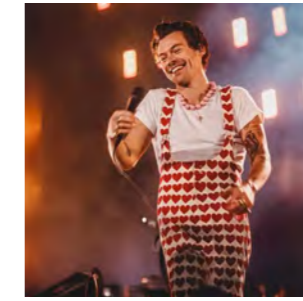


Clockwise from bottom left
 Olivia Coleman at Wilderness Festival
 Dermot O'Leary at the Choose Love Shop
 Coldplay
 Jameela Jamil at the Choose Love Shop
 Nicola Coughlan wearing her Choose Love design
 Dua Lipa in Choose Love
 Benedict Cumberbatch volunteering in the Choose Love Shop





Clockwise from bottom left
 Oprah Winfrey wearing Choose Love t-shirt
 Julia Roberts wearing Choose Love t-shirt
 Sebastian Croft wearing Queer was Always Here t-shirt
 Tom Odell performing at the We Are One concert for Ukraine



Clockwise from bottom left
 Judi Dench wearing Choose Our Carers t-shirt
 Photo: Misan Harriman at the Anoushka Shankar and Friends x Choose Love event
 Malala Yousafzai at the Choose Love Shop
 Florence Welch performing during her Dance Fever Tour
 Harry Styles performing during his Love On Tour
 Dermot Kennedy performing wearing Choose love sweatshirt
 Photo: Will I Am
 Photo: Inua Ellams & Anita Rani

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LOVE IS STRONGER THAN FEAR

In a world where fear often dominates headlines - marked by the rise of the far right, growing racism, and anti-immigrant rhetoric - one key learning for us is that it's crucial to remember that love is stronger than fear. In the face of hostility, countless acts of compassion and solidarity shine through. They help shift the narrative from fear to hope, from hate to love. We've witnessed people volunteering across the world, opening their homes, commissioning films and art work by people with lived experience, and dedicating their time to tireless campaigning, fundraising, and organising for those in need. These moments of humanity remind us of our shared strength and kindness.



Clockwise from bottom left
 Himesh Patel at Letters Live
 Choose Love projections
 Little Amal
 Joy Crookes wears Choose Love t-shirt
 Dawn O'Porter and Chris O'Dowd
 Art for Lebanon poster
 For Sama Poster & filmmakers at Cannes Film Festival
 Artist Murugiah with his Refugee Week mural
 Matar film poster directed by Hassan Akkad
 The Swimmers film poster directed by Sally El Hosaini

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THE GOALPOSTS ARE SHIFTING

When we started ten years ago, our mission was simple yet ambitious - to work towards a world where Choose Love would no longer be needed. Sadly, the scale of forced displacement we're witnessing has not only continued to grow, it is projected to accelerate - UNHCR estimates 139.3 million people will be forcibly displaced or stateless by the end of 2025. Conflict-driven internal displacement already exceeds 83 million people, and disaster-related displacement is rising at nearly double the previous decade's average. Perhaps most shockingly, the Institute for Economics and Peace estimates that, by 2050, there could be 1.2 billion people displaced around the world due to climate change and related disasters. With climate change compounding conflict and instability in many of the hardest-hit countries, these trends suggest that the hope of us becoming unnecessary is more distant than ever.

It's remarkable what a group of friends equipped with nothing but a vision and a whole lotta' love have been able to build - yet more remarkable still is the impact Choose Love's partners have been able to bring about with our support.

Looking back is important, but our eyes are now firmly fixed on the future.

Whilst there's a need, we'll still show up, we'll continue to Choose Love - and hope that you will join us!

By 2050, there could be 1.2 billion people displaced around the world due to climate change



Photo: Tom Nicholson

“Love recognizes no barriers.
It jumps hurdles, leaps fences,
penetrates walls to arrive at
its destination full of hope.”

MAYA ANGELOU

