

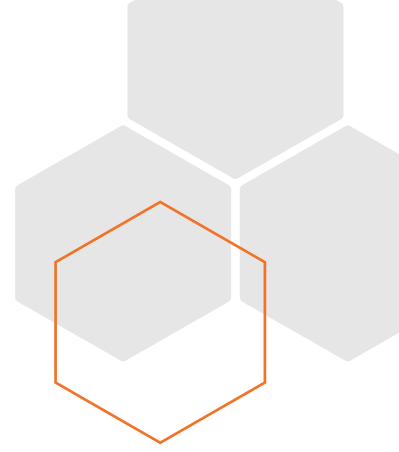
An aerial photograph of a dense, vibrant green forest. A winding river or stream flows through the center of the forest, creating a network of blue channels. The trees are thick and cover the entire landscape, with some mist or low clouds visible in the upper left and lower right corners.

CRODA
FOUNDATION

CRODA FOUNDATION

Improving lives and livelihoods

Our strategy



Who we are?

Croda Foundation (the “Foundation”), established in 2020, is an independent charitable company founded, and solely funded, by FTSE 100 specialty chemicals company Croda International Plc (“Croda”).

We are independently governed by a Board of Trustees and our direct funding by Croda is separate, and in addition to, Croda’s own philanthropic and STEM efforts. The Foundation obtained charitable status from the Charity Commission for England and Wales in November 2021.

Our approach

We seek to have careful deployment of our funding resources to projects that deliver ongoing impact beyond the period of funding, by:

- building resilience in communities
- strengthening infrastructure in the communities and;
- improving biodiversity

This is enhanced where possible with pro-bono Croda knowledge skills and expertise to maximise impact with our target communities.

Purpose

Having a People Positive impact on underserved and disadvantaged communities.

Vision

To improve one million lives sustainably by 2030.

Mission

To improve livelihoods by reducing poverty, increasing access to healthcare and reducing hunger in our target communities.

Our focus areas

Wherever possible, we fund projects that recognise the interlinkages between poverty, health and environmental issues and seek to have a lasting People Positive impact across these three areas.

Focus 1

Reducing hunger and poverty, and improving livelihoods

To support disadvantaged communities and individuals to become self-sustaining by building resilience in our target communities. Enabling them to develop skills, expertise and knowledge that lead to income security and ultimately improve their lives.

Focus 2

Improving access to healthcare and health provision

To strengthen health infrastructures, increasing access to healthcare and health provision in underserved communities.

Focus 3

Protecting and restoring ecosystems

To reduce poverty, hunger and improve health by restoring and protecting biodiversity, recognising that better ecosystems lead to improved livelihoods (e.g., through better farming and sanitation).



How we aim to achieve our mission and vision

The three Ps

Our philanthropic approach to being People Positive requires the following:



Croda Foundation is committed to utilising the skills, time and expertise of Croda people, through the Foundation Changemaker Programme. Changemakers are Croda employees who volunteer their time and know-how to support our funded projects on a case-by-case basis.



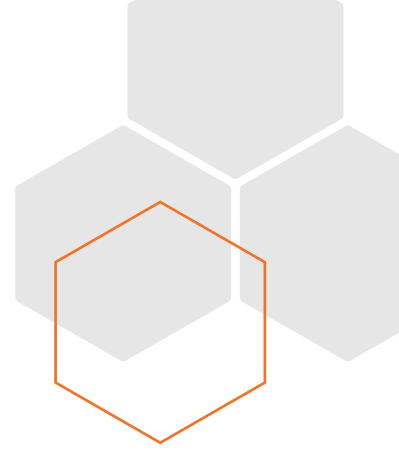
Croda's products, technologies and ingredients have the potential to make the biggest impact to sustainably improve lives in certain cases. Working with our partners, and where appropriate, we can use these ingredients to help create a direct benefit towards achieving Croda Foundation's charitable objectives. Croda Foundation's purposes are solely charitable. In any cases where Croda ingredients are used, we ensure they are used only for wider public benefit and not to create a commercial advantage – consistent with charity law.



Croda Foundation has published grant funding criteria that is used by the independent Board of Trustees to decide which projects to support financially. All grants must have measurable outcomes and are restricted to being applied to a specific purpose. This ensures all projects support Croda Foundation's charitable purposes and that grantees deliver projects in a way that meets the funding criteria and delivers the People Positive impact we expect.

Croda Foundation believes that by utilising the 'Three Ps' it can have the greatest impact on its chosen priority United Nations Sustainable Development Goals (SDGs). Our strategic goals contribute to the following SDGs which we have identified as our Priority SDGs and Enabling SDGs.

Our strategy



The Foundation's **Priority SDGs** are directly linked to our focus areas:



» SDG 1: No Poverty



» SDG 2: Zero Hunger



» SDG 3: Good Health & Wellbeing



» SDG 15: Life on Land

We recognise to have sustainable impact our **Enabling SDGs** will help us to achieve our vision.



» SDG 4: Quality Education



» SDG 6: Clean Water & Sanitation



» SDG 8: Decent Work & Economic Growth



» SDG 10: Reduced Inequalities



» SDG 17: Partnerships for sustainable development

Who will benefit?

Beneficiaries: Our Target Communities

1. Underserved and disadvantaged people within the Foundation's priority countries where a project addresses at least one of our three focus areas.
2. Communities which can be positively impacted by the Foundation's collaborative relationship with Croda (for example, where Croda donates resources such as employee know-how, capacity-building support or ingredients to the same organisation to which the Foundation has provided financial support).

Operational geography

Croda Foundation has agreed a list of priority countries where we can offer charitable support and drive sustainable impact. The priority countries may be amended from time to time by the Board of Trustees.

Argentina	Chile	Germany	Ivory Coast	Netherlands	Singapore	Tanzania	United Arab Emirates
Australia	China	Ghana	Japan	Peru	South Africa	Thailand	USA
Brazil	Denmark	India	Kenya	Philippines	Spain	Togo	Vietnam
Canada	England	Indonesia	Korea	Poland	Sri Lanka	Turkey	Wales
Cameroon	France	Italy	Mexico	Senegal	Sweden	Uganda	Zambia

Our values

Values	What does it mean for Croda Foundation
Responsible	We accept ownership for our decisions and behaviours. We are transparent about our processes and decision making.
Innovative	We seek to support innovative programmes which lead to long-lasting solutions.
Together	We work with our partners and stakeholders to drive sustainable change in the areas we support.
Trust	We recognise interdependencies in relationships when seeking to make long term change. We trust our partners to use their expertise to deliver the change we want to see.

Our desired outcomes

These desired outcomes relate to our Theory of Change (see appendix) and how we seek to sustainably improve one million lives by 2030. The Board will examine each application against the following intermediate outcomes:

- Improving income security for marginalised and vulnerable groups.
- Improving life-long learning that can lead to better life quality (e.g., Improving access of farmers to know-how so that they can have improved and sustainable livelihoods).
- Helping communities become self-supporting through work opportunities.
- Empowering women in communities, promoting diversity and reducing inequalities.
- Improving health infrastructures and access to affordable healthcare, medicine and vaccines; and
- Reducing poverty and improving health by restoring and protecting biodiversity.

Our nominations model

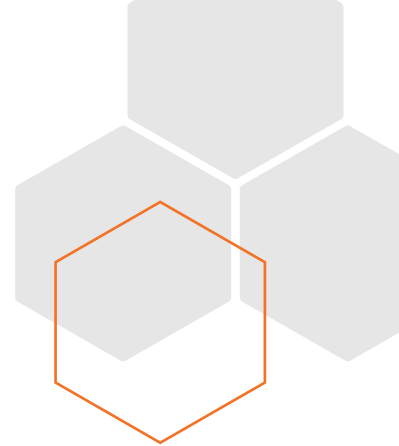
Croda Foundation does not accept unsolicited proposals from external organisations. Potential partner organisations can be nominated in two ways:

1. **Anyone who is an employee of Croda or the Croda Group**
2. **At the request of the trustees, Foundation employees seek and find potential organisations which meet the Grantmaking criteria**

Nominations can be made at any time and will be considered by Croda Foundation's trustee investment committee three times a year, usually in February, June and October.

The Foundation's Trustees will have final discretion on nominations that will receive the Foundation's support, including the amount and nature of support they will receive.

Our Grantmaking Criteria



Croda Foundation's Grantmaking criteria is divided into two sections: **Core Criteria** and **Impact Plus Criteria**. Grant applications must meet all the Core Criteria to be considered for funding. Successful applications must meet at least one of the Impact Plus Criteria as part of the Trustee's assessment for potential funding.

Core Criteria

(must meet all areas in the Core Criteria):

01

SDGs: meet at least two of the Foundation's Priority SDGs

02

Meet one or more of the **Foundation's Focus Areas**

03

Priority country: be one of our target communities in a Foundation priority country

Impact Plus Criteria

(must meet at least one of the below):

01

Smart science: opportunity to utilise Croda's ingredients to enhance public benefit for the impacted community.

02

Changemakers: Croda people providing their time, skills and know-how to support the grantee organisation.

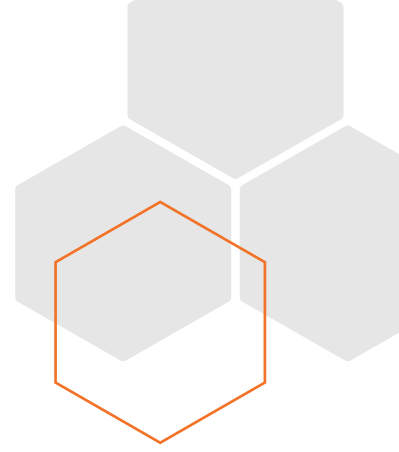
03

Co-creation opportunity: Working with the nominated organisation, a Croda customer, partner, or another third party to enhance impact on the beneficiaries.

04

Sustainable impact: Demonstrate that the project would have a **long-lasting change** after the Foundation's funding comes to an end.

Our Grantmaking Criteria



Exclusions: What we do not fund

Croda Foundation has limited financial resources and a well-defined mandate and therefore, the Foundation does not fund:

- Animal welfare charities
- Religious organisations whose aim is to promote a specific religion
- Advocacy and campaigning projects
- Orphanages, hospices and children's homes
- Capital projects including furniture and equipment
- Medical research
- STEM education projects
- Emergency aid or disaster relief

Our strategy milestones

By the end of this strategy in 2026, we will achieve the following against our goals:

450,000

people have increased income and skills to better support their livelihoods

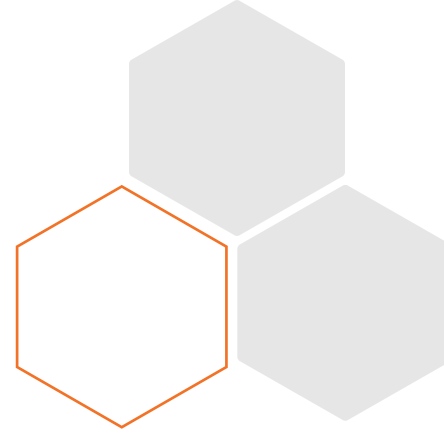
600,000

people have access to healthcare and/or clean drinking water provision that they didn't previously have

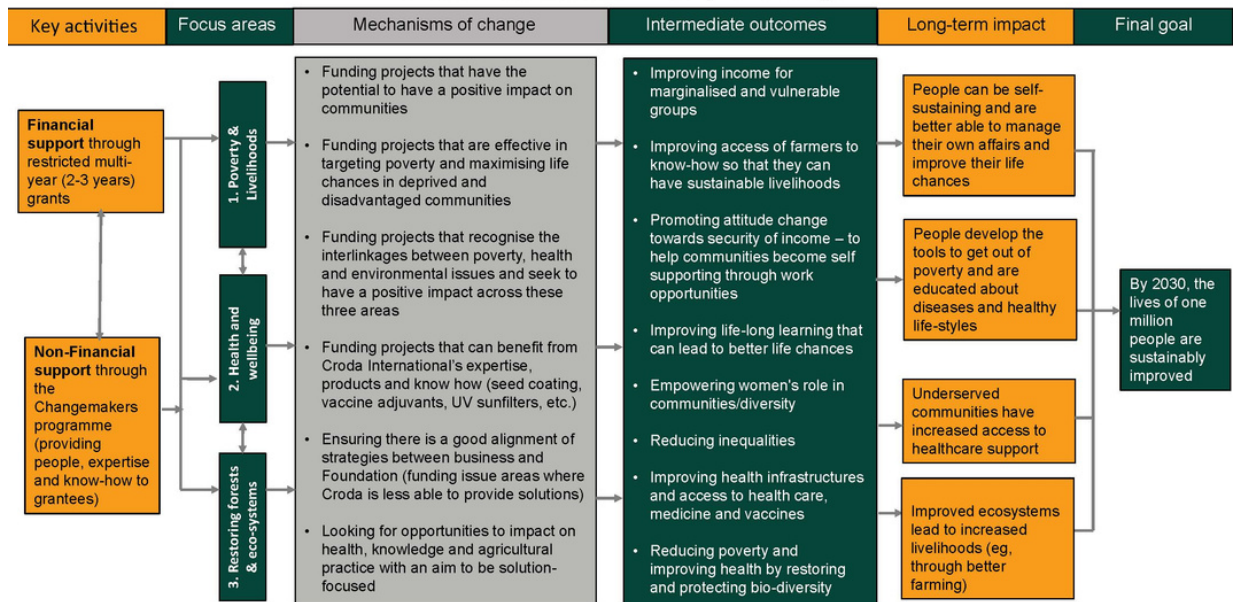
30,000

trees planted through agroforestry projects

Appendix



Croda Foundation: Theory of change



We thank you for your ongoing support of Croda Foundation

Our Governance

Croda Foundation, established in 2020, is an independent charitable company set up by FTSE 100 specialty chemicals company, Croda International Plc, and is registered in England and Wales (number: 1196455). The Foundation is solely funded by generous donations from Croda International Plc and led by an independent Board of Trustees

Contact

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<https://www.crodafoundation.com/en-gb>



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Smart science to improve lives™

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