



ROYAL FOUNDATION

OF THE PRINCE AND PRINCESS
OF WALES



A UNIQUE OPPORTUNITY
TO ADDRESS SOCIETY'S
GREATEST CHALLENGES





His Royal Highness The Prince of Wales

‘WE DO NOT TRY TO DO THINGS ON OUR OWN’

‘We build our Foundation with an open door.
We invite the best and brightest to sit with us around the table.
We build teams and partnerships for collective victories.’

THE ROYAL FOUNDATION

Formed in 2012, The Royal Foundation is the family foundation and primary philanthropic vehicle of The Prince and Princess of Wales.

Their Royal Highnesses are committed to using their platform to unite and positively impact the lives of people in the UK and around the world.

Through The Royal Foundation, The Prince and Princess identify and tackle society's greatest challenges, with a particular focus on creating a healthy society and a healthy planet.

More than a decade since its beginnings, The Royal Foundation is growing in ambition and confidence, and focused on generating a transformative and lasting legacy.



OUR PROVEN MODEL

TRANSFORMATIVE SOLUTIONS FOR SOCIETY



INNOVATE

We convene the world's leaders, philanthropists and thought partners with other key stakeholders to fully understand the key issues facing our society today and determine how to approach solutions through a new lens.

INCUBATE

In partnership, we develop transformative and replicable programmes for seemingly impossible challenges. We specialise in data and research driven strategy, campaigning, coalition building and impact analysis.

INSPIRE

Once we have arrived at a powerful concept, we deliver dramatic acceleration and scale, powered by our optimistic storytelling, diverse networks of partners and the ongoing strategic influence of The Prince and Princess of Wales.

THE EARTHSHOT PRIZE

OUR PROVEN MODEL

INNOVATE

The Prince of Wales sensed a need to address a growing climate pessimism by pairing optimism with urgency to deliver new solutions that will repair our planet by 2030.

INCUBATE

The Royal Foundation developed and launched The Earthshot Prize, in London, in 2021 - establishing an unprecedented network of global organisations who share an ambition to drive environmental change.

INSPIRE

After the first three years, over 20 countries from around the globe are benefiting from solutions created by Earthshot Prize winners, with over £100m in funding leveraged (beyond the Awards) to strengthen these initiatives.



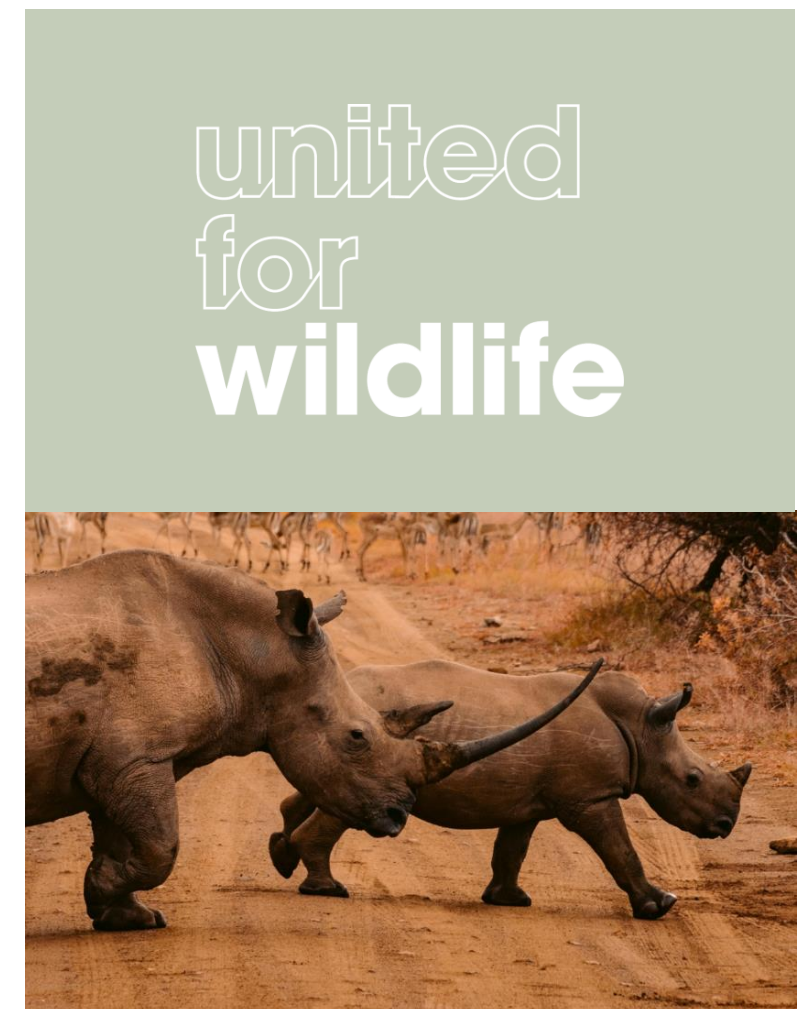
OUR CURRENT PROGRAMMES



Spearheaded by The Princess of Wales, a long-term mission to drive awareness of, and action on, the extraordinary impact of the early years, in shaping society for generations to come.



Launched in 2023 by The Prince of Wales, Homewards is a transformative five-year programme that will aim to demonstrate that, together, it is possible to end homelessness – making it rare, brief and unrepeated.



Created by Prince William and The Royal Foundation in 2013 to protect endangered species from the illegal wildlife trade. It is now a global network made up of over 400 organisations, working together to disrupt the illegal wildlife trade.



ROYAL FOUNDATION
Centre for
Early Childhood





ROYAL FOUNDATION

Centre for Early Childhood

The Princess of Wales founded The Royal Foundation Centre for Early Childhood in 2021 after a decade of royal duties. During this time, Her Royal Highness saw firsthand how some of today's most complex social challenges, such as addiction, violence and homelessness – are often underpinned by poor mental health, and so often have their roots in the earliest years of life.

The science is clear that the first five years of our lives – from pregnancy to the age of five – are **fundamental** to our future, both as individuals and as a society. The Centre is on a mission to increase awareness of, and action on, the extraordinary impact of early childhood – translating compelling scientific advances to change what we all think and do between pregnancy and five.

The Centre does this through:

Research – we believe the case for early childhood starts with science, data and evidence, such as our recent [Business Taskforce Case for Change report](#) which identified that investing in early childhood in the UK could generate at least £45.5 billion in value added for the national economy each year.

Collaboration - tackling society's greatest issues can only happen by bringing people together to inspire action and impact. We bring together the private, public and voluntary sectors, and all walks of life to drive this change

Campaigning - our campaigns are designed to create the demand and the conditions for long-term societal change.

Over the next five years and beyond, the Centre will work to:

- **Transform understanding** - increase **public awareness** about the importance of pregnancy to five for later life outcomes and wider society, with a particular focus on social and emotional development.
- **Improve outcomes** - (i) develop **creative products and resources** for parents and caregivers to support improved early childhood outcomes, (ii) support the **early years workforce** and (iii) seed-fund on the ground initiatives.
- **Lead globally** – **catalyse greater awareness and investment globally** across the early childhood movement, especially by bringing new people into the effort
- **Champion prevention** – proving the long-term preventative power of supporting early childhood, including partnering with at least one major longitudinal study at the forefront of efforts.

1 MILLION

Neural connections form every second during early childhood

£45.5 BN

Value generated for UK economy with greater investment in early childhood

19%

Share of UK population aware of specific importance of 0-5

Homewards



homewards

Despite tireless efforts across the globe, homelessness continues to be one of society's most complex and multifaceted challenges. Due to the extensive homelessness crisis, too often focus has had to remain on managing the problem rather than working to prevent it. But, looking across the world, there are reasons to be optimistic – the start of tangible and innovative solutions that could work.

In 2023 Prince William and The Royal Foundation launched **Homewards**, a transformative five-year, programme which demonstrates that, together, it is possible to end homelessness - making it rare, brief and unrepeated. Through Homewards, we are working with a game-changing network of partners from across the voluntary, private and public sectors to:

- **Raise awareness of the issue and transform public perceptions**, on national and international platforms .
- Work collaboratively at local level, in six flagship locations across the UK and nationally, to **develop and implement tangible solutions** to homelessness and interrelated issues.
- **Kickstart a global** movement by developing tried and tested models from our learnings that can be **shared, scaled and replicated** across the world.

Over the duration of the programme, Homewards will work to ensure:

- Each flagship location is on a path to ending homelessness for good – making it rare, brief and unrepeated.
- Communities and the public feel optimistic that it is possible to end homelessness and will recognise that it is beneficial to do so, demanding the action required to make it happen.
- The impact of Homewards reaches beyond the six flagships locations, with learnings from each location being used to create flexible, tried and tested models that can be adopted by other areas across the world.
- All work to end homelessness becomes business as usual, not just in our locations, but around the UK and beyond.

GLOBAL

Homelessness is a global issue, set to only get worse

HIDDEN

Homelessness comes in many forms, many of which are hidden, masking the true scale of the issue

TEAMWORK

Homelessness is an all-society issue that requires an all-society response

united
for
wildlife





Founded by Prince William and The Royal Foundation in 2013, United for Wildlife is an unprecedented global alliance of private sector, law enforcement, governments and not-for-profit organisations, working together to address the illegal wildlife trade.

Since its inception, United for Wildlife, through its Transport and Financial Taskforces, has played a catalytic role, putting the environmental crime of illegal wildlife trafficking on the global agenda, and galvanising action by governments, business coalitions, donors and NGOs.

Over the next five years, United for Wildlife will become ever more ambitious by focusing on:

- **Global leadership** – ensuring leaders recognise the importance of acting on illegal wildlife trafficking and other environmental crimes and are sufficiently resourcing and investing in effective action.
- **Private sector** – driving action from businesses, with illegal wildlife trafficking recognised in industry-wide standards and guidance.
- **Regional collaboration** – continuing to convene and implement effective collaborations between law enforcement, business and NGOs, with specific attention on disrupting illegal wildlife trafficking networks in Asia, Africa and Latin America.
- **Rangers** – a new focus on the role of rangers, building a new coalition to raise awareness of their role and welfare and leveraging increased support for tools and services worldwide.
- **Indigenous peoples** - indigenous territories are recognised and their protection is sustainably financed.
- **Communications** – raising the profile and understanding of United for Wildlife and its partners' efforts, acting as a global communications platform to support Taskforce members to amplify their voices, successes and challenges.

\$20BN

Estimated annual
worth of illegal trading

650

law enforcement investigations
instigated by United for Wildlife

400

organisations
committed
to United for Wildlife

LOOKING AHEAD

‘IN DEVELOPMENT’ & NEW PROGRAMMES

As well as delivering and scaling our existing, mission-critical programmes, The Royal Foundation is committed to horizon scanning for the emerging issues of our time, and will seek to build further programmes of work, solutions and collaborations to address these.

As we look ahead to the next five years, we anticipate we will focus on the following developing areas: (i) **powering tangible impact in communities**, (ii) the next phases of our recognised work in **mental health** and (iii) further work in **conservation**.

Community impact is a developing programme of work that, over the next ten years, will drive active engagement in communities, and share learnings nationally and globally. Through targeted influence, investment and collaboration we will identify gaps in social capital and build a blueprint for successful community resilience and leadership, creating the conditions for vibrant communities to emerge and lead their own change. We will work in places that have been left behind by economic and social change, those with the highest economic deprivation and social unrest.

On **mental health**, we will look to build on our initial work through *Heads Together* - a major, and first-of-its-kind, campaign that moved the dial on the stigma around mental health and innovated on new services – with a targeted focus on young people and resilience.

On **conservation**, this will involve the development of a strategy with a more comprehensive and wide-reaching focus on nature conservation, beyond the illegal wildlife trade.



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