

BLUE BEAR FREEDOM (UK)

England & Wales · Charity number 1200131

Details

Other names BBF UK

Status Registered

Legal form CIO

Registered 2022-08-19

Register [View on the Charity Commission register](#)

Contact

Address Blue Bear Coffee Co
13 Tombland
Norwich
NR3 1HF

Phone 01603 652097

Email Bryn@bluebearfreedom.org

Website www.bluebearfreedom.org

Activities

Objects: THE OBJECT OF THE CIO IS, FOR THE PUBLIC BENEFIT, THE RELIEF OF CHILDREN AND SUCH OTHER PERSONS WHO ARE (OR AT RISK OF BEING) THE VICTIM OF HUMAN TRAFFICKING AND SEXUAL EXPLOITATION IN THE DOMINICAN REPUBLIC AND SUCH OTHER PARTS OF THE WORLD AND TO RELIEVE THE SUFFERING OF THE VICTIMS PRIMARILY, BUT NOT EXCLUSIVELY, BY PROVIDING FINANCIAL SUPPORT TO VICTIMS AND RAISING AWARENESS OF HUMAN TRAFFICKING IN PARTICULAR THE CONSEQUENCES FOR VICTIMS.

Activities: Blue Bear Freedom UK's charitable purposes include giving grants to projects and organisations supporting children and young people affected by modern slavery, human trafficking and exploitation. Blue Bear Freedom UK also raises awareness through a variety of means, including social media, written publications, podcasts and speaking engagements.

Classification

- **How:** Makes Grants To Organisations, Provides Other Finance
- **What:** Disability, Other Charitable Purposes
- **Who:** Children/young People, The General Public/mankind

Geography

- Dominican Republic

Finances

Period end	Income	Expenditure	Assets	Employees
2024-12-31	£38,928	£16,171	-	-
2023-12-31	£16,171	£1,983	-	-

Trustees

Name	Role	Appointed
Bryn Frere-Smith	Chair	2022-07-11
Andrew Frere-Smith		2022-07-11
Anna Dean		2022-07-11
Charlotte Pascall		2022-07-11
Heather Lewis		2023-07-17
Kerry Anne Brighthouse		2022-07-11
Rosie Gillum		2022-07-11

BLUE BEAR FREEDOM (UK)

England & Wales - Charity number 1200131

Accounts



BLUE BEAR FREEDOM UK - 1200131

Annual Report 2024.

**Trustees Annual Report for the year ending
31st December 2024**



Blue Bear Freedom UK

Charity number: 1200131

13 Tombland House, Norwich, Norfolk, NR3 1HF

Introduction

This is the second annual report for Blue Bear Freedom UK (**BBF UK**), an anti-trafficking organisation registered with the Charities Commission of England and Wales on Friday the 19th August 2022.

BBF UK is the principal beneficiary of The Justice Business CIC, a social enterprise which trades as Blue Bear Coffee Co. (**BBCC**), registered with Companies House in England and Wales on 27th September 2018, company number 11592634.

The work and activities of **BBCC** and **BBF UK** can be followed by visiting our website and social media pages:

Websites: <https://bluebearcoffee.com/> / <https://www.bluebearfreedom.org/>

Instagram: <https://www.instagram.com/bluebearcoffeeco/>

Facebook: <https://www.facebook.com/TheJusticeBusiness/>

The annual reports for **BBCC** are available by visiting: <https://bluebearcoffee.com/transparency/>

BBCC's annual accounts are available by visiting:

<https://find-and-update.company-information.service.gov.uk/company/11592634>

The purpose of this report is to outline the activities of Blue Bear Freedom UK and how it has exercised its charitable status pursuant to our mission statement:

‘We exist to protect, equip and empower children effected by human trafficking, and to raise awareness to the injustice of modern slavery and exploitation.’

2024

Board of trustees in 2024:

- Bryn Frere-Smith
- Andrew Frere-Smith
- Charlotte Pascal
- Kerry Brighthouse
- Rossie Gillum
- Anna Dean
- Heather Lewis

In 2024, we added a new trustee to our board, **Heather Lewis**.

Heather is a mental health professional and former CEO of the **Brave Bear Trust** (charity no 1191986, now dissolved). The Brave Bear Trust was a children's education charity registered in England and Wales that raised awareness of the realities of modern slavery in an age-appropriate and early-years accessible format.

The work of The Brave Bear Trust involved the distribution of a children's story book about a girl, Bella, her Teddy Bear Brave and their experience of labour exploitation.

"Brave, A Story of Freedom & Friendship" was inspired by the true origin story of Blue Bear Coffee Co. (See annex Fig 1) Bryn Frere-Smith, chairman of **BBF UK** was also a trustee for The Brave Bear Trust.

BBF UK have absorbed the ownership and distribution of Brave and continue to supply schools, charities and churches with copies of the book and its key stage 2 study guide in response to request. The book has five translations in circulation: English, Ukrainian, Russian, Arabic and Spanish.

£5000 was carried across at the closure of Brave Bear Trust and has been ringfenced to continue supplying beneficiaries with copies of the book.

Over the course of 2024 we held several fundraising events, including our inaugural Freeze for Freedom (Fig 2 refers), a communal cold sea dip held in February in different locations across the UK, where we raised approximately **£2000**.

We were also invited to speak at numerous modern slavery awareness events and fundraisers across the country, including talks at Norwich University of the Arts, Norwich Union/Aviva and a keynote address at the Workplace Event Conference NEC arena 2024. (Fig 3 / 4 refers)

Bryn was invited to speak at two separate fundraising events held by local Norfolk business Insight Financial, which generated an end of year, unrestricted donation of £11,000 to our foundation. (Fig 7).

Our board of trustees met four times over the course of the year, twice via video conference and twice in person, including a trip to Blue Bear Coffee Co. in Norwich. (Fig 8).

BBF UK provided grants of **£10,400** over the course of the year to [Lily House](#), an aftercare shelter in Juan Dolio, an hour's drive from Santo Domingo in the Dominican Republic.

Our donation funded the continued wrap-around care of the girls who enter their shelter, sponsoring the costs of their accommodation, healthcare and education.

In September 2024, Bryn Frere-Smith returned to the Dominican Republic to visit **Lily House** and meet new partners in the form of Katie May Godkin, founder of [Batey Rehab Project](#) in Barahona, and **Joy Reyes**, Founder of [New Hope Girls](#) in La Vega.

“It was so encouraging to see that passionate people committed to the protection of children are not only growing in knowledge and expertise but coordinating and collaborating with one another to the betterment of survivors” Bryn Frere-Smith

Both projects have a similar focus to the work of long-term partner **Lily House**, by working exclusively with girls who have been rescued from sexual exploitation, abusive homes and situations of human trafficking. They also provide service users with safe accommodation, fund their ongoing education and provide a career pathway with employment skills training. In the case of **Batey Rehab Centre**, the girls who elect to, will receive certified training in making jewellery and can pursue a career in becoming a registered silversmith.

We also distributed 100 copies of the Spanish version of Brave (Valiente) across our three charity partners (Fig 5)

At the end of 2024 we provided a grant of **£1600** to **Batey Rehab Project** and a grant of **£650** to **New Hope Girls**.

In addition to the financial support we had given **Lily House**, we were also able to supply them with a gift of 50 bags of Blue Bear coffee beans to be sold in their cafe as a way of raising money and awareness for their cause. Bryn was also able to conduct some coffee training with the staff at **Lily House's** associated café. (Fig 6).

In total, over the course of the financial year, **BBF UK** raised approximately **£37,000** and gave approximately **£16,665** in grants, carrying forward **£36,273** into 2025.

One hundred percent of the operating costs of **BBF UK** were paid for by **BBCC** allowing the only costs incurred to total **£150** in foreign exchange fees and **£60** in monthly bank

fees. This has allowed us to inform donors that 100% of their donation will be used in direct support of children affected or at risk of human trafficking, sexual exploitation and modern slavery.

We look forward to continuing our work in 2025, raising awareness and support for children whose lives have been impacted by human trafficking.

Please see accompanied accounts.

Sincerest wishes,



Bryn Frere-Smith

Chairman of Blue Bear Freedom UK

Appendices

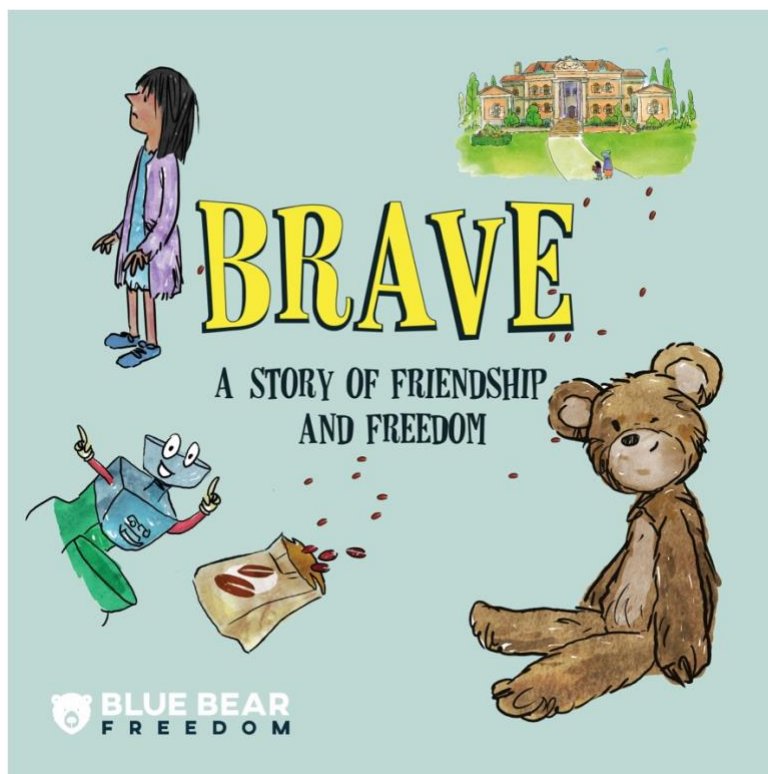


Fig 1 – Brave, A Story of Friendship and Freedom



Fig 2. Freeze for Freedom 2024



Fig 3 and 4.

BBF UK represented at the Workplace Event and Aviva Director's Training.





Fig 5. Valiente – Spanish version of Brave



Fig 6. Coffee Training at Lily House



Fig 7. Speaking at Insight Financial Vision Day 2024



Fig 8. Trustee trip to Blue Bear in Norwich.



CHARITY COMMISSION
FOR ENGLAND AND WALES

Charity Name Blue Bear Freedom (UK)	No (if any) 1200131
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CC16a



Receipts and payments accounts

For the period from	Period start date 1 January 2024	To	Period end date 31 December 2024
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Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £	Last year to the nearest £
A1 Receipts					
Stripe donations	5,107	-	-	5,107	7,036
Other donations	32,198	-	-	32,198	9,126
Gift aid	1,595	-	-	1,595	-
Interest	28	-	-	28	9
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total (Gross income for AR)	38,928	-	-	38,928	16,171
A2 Asset and investment sales, (see table).					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	38,928	-	-	38,928	16,171
A3 Payments					
Donations to Batey Rehab Centre	5,400	-	-	5,400	-
Donations to Lily House	10,400	-	-	10,400	1,666
Other Donations	650	-	-	650	-
Bank charges and card fees	393	-	-	393	317
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total	16,843	-	-	16,843	1,983
A4 Asset and investment purchases, (see table)					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	16,843	-	-	16,843	1,983
Net of receipts/(payments)	22,085	-	-	22,085	14,188
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	14,188	-	-	14,188	-
Cash funds this year end	36,273	-	-	36,273	14,188

Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds	Cash at bank	36,273	-	-
		-	-	-
		-	-	-
	Total cash funds	36,273	-	-
	(agree balances with receipts and payments account(s))	OK	OK	OK
B2 Other monetary assets	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
B3 Investment assets	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
			-	-
			-	-
			-	-
			-	-
B4 Assets retained for the charity's own use	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
B5 Liabilities	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
			-	
			-	
			-	
			-	
Signed by one or two trustees on behalf of all the trustees	Signature	Print Name	Date of approval	
	 	Bryn Frere-Smith Andrew Frere-Smith	30/10/2025 30/10/2025	

**Independent Examiner's Report to the Trustees of
Blue Bear Freedom (UK)**

Charity registration number: 1200131

Independent examiner's report to the trustees of the Blue Bear Freedom (UK)

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended 31 December 2024 as set out on pages 9 to 10

Responsibilities and basis of report

As the charity trustees of the Trust, you are responsible for the preparation

I report in respect of my examination of the Trust's accounts carried out

Independent examiner's statement

I have completed my examination. I confirm that no material matters have

1. accounting records were not kept in respect of the Trust as required by section 130 of the Act; or
2. the accounts do not accord with the accounting records; or

I have no concerns and have come across no other matters in connection



Mark Johnstone FCA

Argents Chartered Accountants
15 Palace Street
NORWICH
Norfolk
NR3 1RT

Date: 30 October 2025

BLUE BEAR FREEDOM (UK)

England & Wales - Charity number 1200131

Accounts



BLUE BEAR FREEDOM UK - 1200131

Annual Report 2023.

**Trustees Annual Report for the year ending
31st December 2023**



Blue Bear Freedom UK

Charity number: 1200131

13 Tombland House, Norwich, Norfolk, NR3 1HF

Introduction

This is the first annual report for Blue Bear Freedom UK (BBF UK), an anti-trafficking organisation registered with the Charities Commission of England and Wales on Friday the 19th of August 2022.

BBF UK is the principal beneficiary of The Justice Business CIC, a Social Enterprise which trades as Blue Bear Coffee Co, registered with Companies House in England and Wales on 27th September 2018.

Prior to the registration of BBF UK, Blue Bear Coffee Co. (BBCC) used the sale of ethically sourced coffee beans as its principal means of producing sustainable funding for established charitable organisations engaged in the fight against human trafficking and modern-day slavery.

The work and regular activities of BBCC and BBF UK can be followed by visiting our website and social media pages:

Website: <https://bluebearcoffee.com/>

Instagram: <https://www.instagram.com/bluebearcoffeeco/>

Facebook: <https://www.facebook.com/TheJusticeBusiness/>

The annual reports for Blue Bear Coffee Co. are available by visiting: <https://bluebearcoffee.com/transparency/>

Blue Bear Coffee Co's annual accounts are available by visiting:

<https://find-and-update.company-information.service.gov.uk/company/11592634>

The purpose of this report is to outline the activities of BBF UK and how it has exercised its charitable status pursuant to our mission statement, which was agreed upon in our first trustee meeting on January 22nd, 2022:

'We exist to protect, equip and empower children effected by human trafficking, and to raise awareness to the injustice of modern slavery and exploitation.'

2022

In 2022, prior to the registration of Blue Bear Freedom UK, a group of trustees were identified, each with a clear passion for justice and professional experience across children's education, safeguarding, modern slavery legislation and law enforcement.

Board of trustees:

- Bryn Frere-Smith
- Andrew Frere-Smith
- Charlotte Pascal
- Kerry Brighthouse
- Rossie Gillum
- Anna Dean

On the 13th of January we met and decided upon the direction of the year, to establish registration with the UK Charities Commission, open a bank account and launch a website.

The registration with the Charities Commission was completed on 19th August 2022.

Bankers:

Charitable Aid Foundation (CAF)

25 Kings Hill Avenue Kings Hill, West Malling, Kent ME19 4JQ.

Website:

www.bluebearfreedom.org

Over the course of 2022 we held several fundraising events, including our inaugural Blue Bear Freedom Ride (Fig 1 – see below Appendices), a cycling event across Norfolk alongside numerous fundraising dinners, and speaking events. BBF UK activities and profits from BBCC allowed us to donate £7000 (from BBCC) to Score International, a US charity that provided the recipient account for Lily House, an aftercare shelter an hour's drive from Santo Domingo in the Dominican Republic. Funds from BBCC and BBF UK sponsored the wrap-around care of two girls who entered their shelter, sponsoring the costs of their accommodation, healthcare and education for a full year.

£2957.28 of the year's fundraising total was retained for the opening of BBF UK's bank account.

Finances from BBCC 2022 financial year are available at: <https://find-and-update.company-information.service.gov.uk/company/11592634/filing-history>

2023

In the Spring of 2023, organisation Founder Bryn Frere-Smith returned to the Dominican Republic to visit Lily House and meet with leaders in the anti-trafficking field who worked across positions in government and the NGO sector in the Dominican Republic. The trip was intended to see if Blue Bear could launch a coffee shop in the Dominican Republic to provide sustainable source of fundraising, safe jobs for survivors and awareness raising to the issue of human trafficking on the island. After meeting with both experts and survivors it became clear that a more direct route to protecting and empowering children would be to fund their immediate and longer-term needs, increasing their protection from re-exploitation. This meant partnering with effective aftercare shelters and developing a fund for girls seeking further education.

In addition to the support we had committed to give the Lily House shelter, we were also able to supply them with a gift of 50 bags of Blue Bear coffee beans to be sold as a way of raising money and awareness for our joint cause. (Fig 2)

In May 2023 BBF UK were represented by two young survivors who attended a large international anti-trafficking conference held in Punta Cana to share their stories. (Global Freedom from Slavery Forum). (Fig 3)

The trustees remained busy in the UK raising money and awareness. We attended a large cycle event and a Triathlon in Norfolk over the summer to sell coffee and share about the work of Blue Bear Freedom UK. (Fig 4)

Students from Christchurch Winchester raised £1000 for BBF UK, swimming the 21-mile distance between Dover and Calais in their local swimming pool.

In August 2023 BBCC opened its first coffee shop in the heart of Norwich in an old, listed former jewellers directly opposite the Cathedral. Having a physical space to base the Social Enterprise and Charity from has allowed us to grow our presence in the local area and form new partnerships with local customers and businesses. (Fig 5)

Claire, an employee of the Mortgage Advisory Bureau (next door neighbours) went on to run the Bristol half Marathon on behalf of BBF UK raising £670.

Later in the year staff from ASI recruitment conducted a sponsored Hot Wing Eating competition which raised a further £1000. (Fig 6)

In October, Bryn was invited to give a Keynote address at the Inaugural Unseen Business Awards ceremony held at oval cricket ground in London, sharing a stage with a representative from Tony's Chocolonely and Tesco. (Fig 7)

Towards the end of 2023 we began conversations with The Brave Bear Trust regarding a move to absorb and continue their work within the auspices of BBF UK. The Brave Bear Trust (1191986) is a charity which aims to educate Key Stage 2 age children to the realities of modern slavery in an age-appropriate way. The Brave Bear Trust is based around a children's story book about a teddy bear character called Brave and was part inspired by the origin story of Blue Bear Coffee Co. Bryn Frere-Smith, BBCC Founder is also a trustee of The Brave Bear Trust. The merger is planned to take place in 2024.

In total, over the course of the first financial year, BBF UK raised £16,171 through a combination of BBCC profits and donations to our freedom fund which will be administered in the form of grants and programmes pursuant to our cause over the following 12 months.

Almost all of the charity's operating expenses were funded by BBCC, allowing 100% of the money donated to BBF UK to be used in direct support of children effected or at risk of human trafficking, sexual exploitation and modern slavery. Please see accompanied accounts.

Sincerest wishes,

A handwritten signature in grey ink, appearing to read 'B. Frere-Smith', is positioned above the printed name.

Bryn Frere-Smith

Chairman of Blue Bear Freedom UK

Appendices



Fig 1



Fig 2



Fig 3



Fig 4



Fig 5



Fig 6



Fig 7



CHARITY COMMISSION
FOR ENGLAND AND WALES

Blue Bear Freedom (UK)

1200131

Receipts and payments accounts

CC16a

For the period
from

1st January 2023

To

31st December

Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £	Last year to the nearest £
A1 Receipts					
Stripe donations	7,036	-	-	7,036	-
Other donations	9,126	-	-	9,126	-
Interest	9	-	-	9	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total (Gross income for AR)	16,171	-	-	16,171	-
A2 Asset and investment sales, (see table).					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	16,171	-	-	16,171	-
A3 Payments					
Stripe fees	247	-	-	247	-
Bank charges	70	-	-	70	-
Donation to Lily House	1,666	-	-	1,666	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total	1,983	-	-	1,983	-
A4 Asset and investment purchases, (see table)					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	1,983	-	-	1,983	-
Net of receipts/(payments)	14,187	-	-	14,187	-
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	-	-	-	-	-
Cash funds this year end	14,187	-	-	14,187	-

Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds		14,188	-	-
		-	-	-
		-	-	-
	Total cash funds	14,188	-	-
	(agree balances with receipts and payments account(s))	Agreement Error	OK	OK

	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B2 Other monetary assets		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-

	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B3 Investment assets			-	-
			-	-
			-	-
			-	-
			-	-

	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B4 Assets retained for the charity's own use			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-

	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
B5 Liabilities			-	
			-	
			-	
			-	
			-	

Signed by one or two trustees on behalf of all the trustees	Signature	Print Name	Date of approval
	<i>A. Frere-Smith</i>	A. Frere-Smith	27th August 2024