



Celebrating our charitable partnership

with Waitrose Duchy Organic

The story so far



In 1990, His Majesty King Charles III (when he was Prince of Wales) created a pioneering organic brand, Duchy Originals. The brand was developed by Duchy Originals Limited, a trading subsidiary of King Charles III Charitable Fund, with all profits reinvested in charitable causes.

In 2009 the brand was licensed to Waitrose who have subsequently developed Duchy Organic into the UK's largest own-label organic food and drink brand with a range of over 250 products.

His Majesty founded King Charles III Charitable Fund (KCCF) in 1979 with a mission to create lasting improvements to people's lives and a sustainable future for all. KCCF receives royalty income from sales of Duchy Organic products.

Over £50m has been raised to date which has enabled us to support thousands of charitable initiatives, from promoting sustainability, education and opportunity, to helping build resilient, thriving communities across the UK and around the world.

We are immensely grateful to Waitrose for their enduring support to the Duchy Organic brand which continues to reflect His Majesty's long-standing commitment to supporting people, communities and nature to thrive.

Sir Ian Cheshire
Chair of Trustees

“

I wanted to try and show that it was possible to produce food of the highest quality by working in harmony with Nature in a way that would benefit both environmental and human health... and then to re-invest all of the profits in good causes.

**His Majesty King Charles III,
as Prince of Wales, 2013**

£50 Million

raised through sales of Waitrose Duchy Organic to support good causes



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The brand represents the very best of sustainably sourced and organic British products. Right from the start, preserving our heritage, upholding traditional skills and supporting local communities were of fundamental importance to the brand.

**His Majesty King Charles III,
as Prince of Wales, 2013**



Farming with Nature

From the very beginning, His Majesty recognised the importance of finding ways to produce food more sustainably, in harmony with Nature.

The Duchy Organic brand continues to exemplify this approach, with great tasting products sourced from farms using sustainable methods to support soil health, boost biodiversity and improve animal welfare. The brand's success has demonstrated that being sustainable, environmentally responsible and working for the long-term is good for business too.

From organic carrots produced without harmful pesticides, to organic chickens with plenty of space to roam outside every day, Duchy Organic farmers are dedicated to growing food with care for the land and rearing animals with kindness and compassion.

“We want to get the word out that [organic produce] is on your doorstep and it's worth the money – our approach is as natural as it possibly can be” said John Tuft, supplier of Duchy Organic chicken.

“

This is an extraordinary achievement for an exceptional brand, which we have been proud to nurture and develop for the last sixteen years.

His Majesty's vision to create a brand which not only encouraged sustainable farming and offered customers natural, high quality food, but also supported good causes has had an astonishing impact for good.

Every Duchy product sold contributes to something greater and we are delighted to be working in partnership with the King Charles III Charitable Fund to support its work which enriches lives and protects our precious environment, and we thank our customers without whom none of this would be possible.

James Bailey, Managing Director, Waitrose

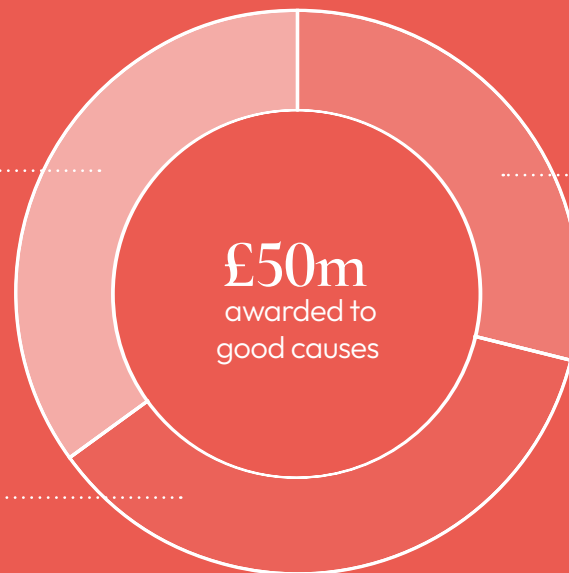
Our impact to date

1,600+

grants totalling £50m+ since 2009

A thriving natural world **£15m**

Sustaining our cultural heritage **£17m**



Empowering people and communities **£18m**

And we incubate big ideas for change, including...

- Coronation Food Project
- Royal Countryside Fund
- Accounting for Sustainability



COAST

Heritage Crafts

Wag & Company

The King's
Foundation

King's Trust
International

Soil Association
Innovative Farmers

Supporting more than

400,000

people each year

Our work has reached 90% of
the UK, and more than

22 Countries

across the globe.

The following pages showcase some
of the good causes we support.



Soil Association

KCCF provided foundational funding to the Soil Association to establish the Innovative Farmers programme. Our support continues today.

The programme connects farmers, growers and researchers in co-designing on-farm trials to test innovative, agroecological and affordable farming practices.

Over the past 13 years Innovative Farmers has enabled over 150 field labs involving 813 triallists.

A recent survey of triallists showed that:

67%

continued with the practices trialled, and learning from the trials are being shared with more than 10,000 people each year.

“

The role of science in working with Nature to improve the lot of our farmers in these difficult times is hugely important.

**His Majesty King Charles III,
as Prince of Wales, 2015**

90%

said that taking part in a field lab improved their confidence in experimenting and innovating on their farm.

Innovative Farmers field lab

Reducing single-use plastics

Farmers across the UK are tackling microplastic pollution by replacing plastic net wrap with biodegradable sisal twine to secure hay bales. Plastic wrap, widely used in agriculture, poses serious environmental and health risks. The UK generates around 135,000 tonnes of agricultural plastic waste annually.

In a new Innovative Farmers field lab, 12 farms in Scotland, Wales, and England are trialling sisal twine, made from a cactus-like plant once common before plastics. Sisal is compostable, requires minimal chemical input, and works with existing equipment.

Stuart Oates, a cattle farmer in Cornwall, aims to eliminate plastic from his farm. He calls plastic wrap “a nightmare”, noting how it breaks into fragments that end up in feed and the environment.

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The effects of ingesting microplastics are only now being understood... and none of it is good.

Stuart Oates, Cattle Farmer, Cornwall

The one-year trial will compare 5,000 bales – half wrapped in sisal, half in plastic – under varying barn conditions. Researchers will assess bale quality and moisture retention.

Early results show sisal is strong and efficient to use. Farmers hope it will reduce vet bills, avoid plastic tax, and offer a scalable, eco-friendly alternative. If successful, it could reshape UK livestock farming.







COAST

Nestled off Scotland's western coast on the Isle of Arran, the Community of Arran Seabed Trust (COAST) is a trailblazer in community-led marine conservation.

Back in the early 1990s, two Arran divers, Howard Wood and Don MacNeish, established COAST with the aim of reversing the decline in Arran's marine habitats. They saw firsthand the damage being caused by bottom trawlers and dredgers, which scrape the seabed with huge, weighted nets to scoop up scallops and fish, leaving devastation in their wake.

MacNeish recalls:

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The first time I dived over an area that a dredger had been over, it was just heartbreaking. It was like swimming over the Garden of Eden during a nuclear winter.

After more than a decade of community action, this pioneering charity established Scotland's first No-Take Zone (an area where all fishing is prohibited) in Lamlash Bay, and subsequently the creation of the South Arran Marine Protected Area (an area where dredging is prohibited) in 2016.

Today, these protected waters serve as vital breeding and nursery grounds for a rich diversity of marine life. Species abundance has doubled, with lobster, crab and sponge populations now thriving; scallop numbers are now eight times higher than a decade

ago; fish numbers are rebounding, spilling from nurseries in the protection zone into surrounding areas and benefiting local fisheries. The previously scarred seabed is bursting with life.

A strategic partnership grant from KCCF is supporting COAST's work promoting sustainable fisheries and aquaculture practices, facilitating research to support learning on marine conservation and restoration, and raising awareness about the importance of our marine ecosystems with the public.

Empowering people and communities



Wag and Company

Wag and Company is on a mission to reduce loneliness and improve health and wellbeing amongst older dog lovers.

It's the only visiting dog charity befriending older people in their own homes - as well as in care or medical establishments - across the North East.

Volunteer Jan Rayner and Teddy the Toodle (a beautiful mix of Tibetan Terrier and Poodle) regularly visit patients in the stroke and palliative care units at the Royal Victoria Infirmary. They've also befriended local pensioners, including Edith from Newcastle upon Tyne.

Edith has lived in the same house for 66 years. Eight years ago, Edith's husband died and five years ago she lost her last Border Collie. For health reasons, having another dog at home wasn't possible; she became quite isolated and really missed having a dog around to keep her company.

Wag Team, Jan and Teddy, have visited Edith at home regularly for almost four years

now and they absolutely love each other's company. As Jan said:

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Edith adores Teddy and we love Edith, if we could, we would visit her every day!

Last Christmas, Edith told us how much she values having Jan and Teddy in her life, saying: “they give me comfort and peace”. What more could you ask for.

KCCF provided small grants to Wag & Company in 2018 and 2022. This enabled the charity to recruit, deploy and support 20 additional volunteers and deliver 4,800 friendship visits to elderly friends per year.

The King's Trust International

The King's Trust International (KTI) was established in 2015 by His Majesty King Charles III to address the urgent global challenge of youth unemployment.

Building on the legacy and expertise of The King's Trust in the UK, KTI set out to lead on delivering sustainable education, training, and employment solutions for disadvantaged young people aged 13 to 30 internationally. Seed funding from KCCF was instrumental

in KTI's early development, enabling them to build operational capacity and forge strategic delivery partnerships. Our ongoing support continues to help KTI scale its mission and deliver life-changing outcomes for young people worldwide.

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In the United Kingdom and around the Commonwealth, I have tried, in whatever way I can, to foster opportunity – particularly for young people and for those whose voices might not otherwise be heard.

His Majesty King Charles III, 2024

Over the past decade, KTI has reached more than

100,000 young people

across 20 countries, empowering them with the skills, confidence, and opportunities to shape their futures.





Sustaining our cultural heritage

Heritage Crafts

Heritage Crafts was set up 14 years ago as a national charity to support and safeguard heritage crafts skills.

It has now become well known for its Red List of Endangered Crafts, the first research of its kind to rank traditional crafts in the UK by the likelihood they will survive to the next generation.

In 2024, Dumfries and Galloway boatbuilder Gail McGarva BEM won the fifth annual President's Award for Endangered Crafts. The President's Award celebrates an experienced practitioner who has gone to great lengths to ensure the continuation of their at-risk skills for the benefit of the next generation and includes a prize of £3,000 supported by King Charles III Charitable Fund. The winner is selected by Heritage Crafts Patron His Majesty The King.

Gail is a builder of boats, teller of stories and keeper of memories. As a traditional wooden boat-builder, she is passionate about preserving working boats in danger of extinction. Her specialism is the building of replicas or - as she prefers to call them - 'daughter boats', breathing life into a new generation of these traditional vessels. Gail is using the prize money to build a traditionally constructed St Ayles skiff and, in the process, passing on her heritage craft skills to the next generation.

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King Charles III Charitable Fund's support for The President's Award is invaluable, as it not only celebrates the achievements of master craftspeople like Gail, but also provides crucial funding to help ensure these vital skills continue to thrive for future generations.

**Daniel Carpenter, Executive
Director of Heritage Crafts**

The King's Foundation

KCCF has provided significant support towards the growth and development of The King's Foundation's since it was established in 1990.

The Foundation's diverse programmes are bringing about positive change to communities in the UK and across the world.

Since saving Dumfries House in 2007, it has become a centre of heritage-led regeneration and provides social and economic opportunities for the local community. And their education programmes are nurturing the next generation of artists and artisans.

Over

40,000 Students

trained with The King's Foundation School of Traditional Arts

The Foundation has created frameworks and action plans to inform the design of

175

sustainable communities around the world

2.5 Million

people have visited the Foundation's heritage sites of The Castle & Gardens of Mey, Dumfries House and Highgrove Gardens

More than

91,000 Students

have participated in the Foundation's education and health and wellbeing programmes at Dumfries House since 2013





When you buy Waitrose Duchy Organic, you're supporting the environment, education and humanitarian causes. Each year, sales from the brand contribute an estimated £3 million to King Charles III Charitable Fund with over £50m raised so far.



King Charles III Charitable Fund is a registered charity in England and Wales (1127255) and company (06777589). Registered office address: 3 Orchard Place, Broadway, London, SW1H 0BF.