



The Prince's Charities is a group of not-for-profit organisations of which The Prince of Wales is President: 18 of the 20 charities were founded personally by The Prince.

The group is the largest multi-cause charitable enterprise in the United Kingdom, raising over £100 million annually. The organisations are active across a broad range of areas including opportunity and enterprise, the built environment, responsible business and education. Additionally a number of social enterprises make a significant contribution by donating all their profits to charity.

The charities reflect The Prince of Wales's long-term and innovative perspective and seek to address areas of previously unmet need.

In Autumn 2010, The Prince published his new book *'Harmony: A New Way of Looking at Our World'* which articulates for the first time, the principles and underlying philosophies behind many of his concerns and initiatives. The book is accompanied by a film.

OPPORTUNITY AND ENTERPRISE

The Prince's Trust helps change young lives in the UK. It gives practical support to 14-30 year-olds, helping them to overcome barriers and get their lives back on track. More than three in four young people helped by The Prince's Trust move into work, training or education. The charity helps more than 40,000 disadvantaged young people every year.

The Prince's Scottish Youth Business Trust helps young people in Scotland, however challenging their background, achieve their full potential through self-employment. Over 10,000 businesses have been supported involving almost 12,000 individuals across Scotland, with a total investment of over £32 million.

PRIME (covering England, Scotland, Northern Ireland) and **PRIME Cymru** (covering Wales) help people aged 50+ to find a way back into work, dignity and self-sufficiency by setting up their own businesses. PRIME provides information, training and mentoring for people going into self-employment, while PRIME Cymru provides individually tailored mentoring support for people wishing to become self-employed, or who are seeking paid employment or volunteering opportunities.

The Prince's Youth Business International helps young people to start up their own business by providing leadership to a growing global network of youth enterprise organisations. By 2020 it aims to be supporting 100,000 entrepreneurs each year and to have created one million jobs in total.

The British Asian Trust meets crucial needs in the poorest communities in South Asia and the United Kingdom. It invests in local, high-impact charities that are making lasting differences in the areas of education, health and livelihoods.

RESPONSIBLE BUSINESS

Business in the Community stands for responsible business. It is a business-led charity with a growing membership of 850 companies, from large household names to small local businesses and public sector organisations. BITC advises, supports and challenges members to create a sustainable future for people and the planet and to improve business performance.

The Prince's Countryside Fund is the newest charity founded by HRH The Prince of Wales in 2010. The Fund is a unique collaboration of businesses working together to secure a sustainable future for British agriculture and the wider rural economy.

Scottish Business in the Community supports and challenges its private sector members and partners to improve their impacts in the workplace, marketplace, community and environment. SBC champions 'Better Business for a Better Scotland'.

In Kind Direct redistributes new surplus goods from businesses to UK charities working at home and abroad. Since it was founded in 1996, the charity has redistributed £100 million in value of goods from over 850 companies, helping millions of people in need.

Arts & Business sparks new partnerships between commerce and culture. It connects companies and individuals to cultural organisations and provides the expertise and insight for them to prosper together. A&B passionately believes that creativity can drive commercial innovation and it provides advice, research, training and events to make this happen.

The University of Cambridge Programme for Sustainability Leadership (CPSL) works with business, government and civil society to build leaders' capacity to meet the needs of society and address critical global challenges. Its seminars and leadership groups are designed to transform public and private sector policies and practices and build greater understanding of our interdependence with one another and the natural world.

EDUCATION

The Prince's Drawing School is an educational charity dedicated to teaching drawing from observation. Founded by HRH The Prince of Wales to encourage a new generation of artists, each week over 600 students of all ages, backgrounds and abilities attend the School.

The Prince's School of Traditional Arts teaches the timeless principles and practice of the world's traditional arts and crafts, through its post-graduate (Diploma, MA, MPhil and PhD), outreach and public education programmes.

The Prince's Teaching Institute organises training by teachers for teachers with Cambridge University, leading academics, writers and scientists. Its activities inspire schools to 'teach beyond the test'. Look out for the PTI mark at a secondary school near you.

The Prince's Foundation for Children & the Arts is an educational charity that helps children experience the arts in a high quality and sustained way. It provides access for young people who would otherwise grow up having had little or no opportunity to engage with the arts.

THE BUILT ENVIRONMENT

The Prince's Foundation for the Built Environment seeks to improve the quality of people's lives by helping to build and improve communities that are beautiful, long lasting and healthy for people and the planet.

The Prince's Regeneration Trust works with communities throughout the United Kingdom to ensure that important buildings at risk of demolition or decay are preserved, regenerated and re-used.

Turquoise Mountain is regenerating Afghanistan's traditional crafts and historic areas, creating jobs, skills and a renewed sense of national identity. This is achieved through the regeneration of Murad Khane, a traditional commercial and craft neighbourhood in the centre of Kabul, the establishment of the Institute for Afghan Arts and Architecture and by providing access to the sale of Afghan crafts.

The Great Steward of Scotland's Dumfries House Trust has been established to preserve Dumfries House, its contents and adjoining land for the Nation as a unique part of its heritage. The house was first opened to the public in June 2008.

SOCIAL ENTERPRISE

Duchy Originals Ltd was founded by HRH The Prince of Wales in 1990 to promote organic farming and food production. In 2009 Duchy Originals agreed an exclusive licensing agreement with Waitrose. A donation from the sale of Duchy Originals from Waitrose products goes to The Prince's Charities Foundation.

AG Carrick Ltd trading as **Highgrove Enterprises** manages the three Highgrove Shops at Bath, Tetbury and Highgrove, an online shop and tours to The Prince's Organic Garden at Highgrove. Profits from the sale of Highgrove products and garden tours are paid to The Prince's Charities Foundation.

The Prince's Charities Events Ltd is a trading subsidiary set up to undertake commercial activities in support of the group's wider mission. In recent years it has put on programmes of music and film such as Concert for Diana and the Masterpiece series of films. It has recently developed the Start programme, an initiative inspired by HRH on the simple steps that everyone can take to live a more sustainable life.

The Prince's Charities Foundation makes grants to a wide range of causes and projects. Profits from Duchy Originals Ltd, the Highgrove Shops, tours of Highgrove Gardens and other social enterprises are donated to the Foundation.

Additionally, the Foundation undertakes projects and research, most recently focusing upon sustainability of rainforests, marine life and the natural environment. It also sponsors The Accounting for Sustainability Project.

The Prince of Wales has related Foundations in the United States, Canada and China.

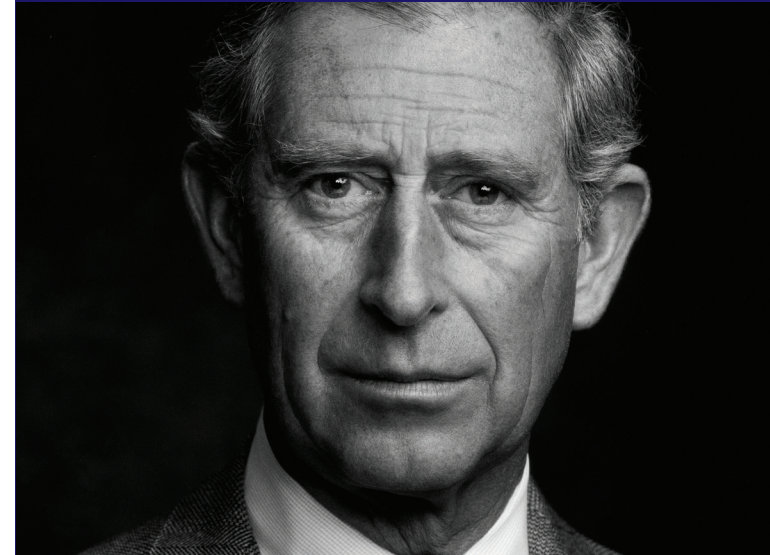
Visit The Prince's Charities website
<http://princescharities.org> and sign up
to receive the latest news, stories and
events from across the charities.



The Prince's Charities
Clarence House, London SW1A 1BA
Email princes.charities@royal.gsx.gov.uk
Website <http://princescharities.org>
Twitter [@powcharities](https://twitter.com/powcharities)

Printed by Pureprint Group using their pureprint environmental print technology.
Pureprint Group is a carbon neutral company and accredited with ISO14001, EMAS and FSC.
The paper used is Revive 75 Silk FSC which contains 75% recycled fibre certified by
the Forest Stewardship Council.

Cover Photograph Alan Shawcross



THE PRINCE'S CHARITIES