



**THE** CHARITY  
**FILM**  
**AWARDS**

**Thursday 20 March 2025**  
**indigo at The O2**

**Live Event:**

19:00 - 22:30 approx

**Live Stream:**

20:00 - 22:30 approx

Presented by

**SMILEY**<sup>®</sup>

Powered by

 **SMILEY**  
MOVEMENT



# A WORD FROM OUR CEO

**Nicolas Loufrani**

The Smiley Charity Film Awards embody a simple yet powerful concept – a campaign that celebrates the pinnacle of cause-based filmmaking that is winning hearts and minds through film. The awards recognise organisations championing change, regardless of their size or resources.

Over the past three years, the Smiley Charity Film Awards, has not only grown exponentially but has also significantly expanded its impact, garnering over 100 Million views for the films involved. Our goal is to share these incredible stories of the charities, community interest companies, social enterprises, brands and corporates creating meaningful change with the widest possible audience.

Through our Smiley Movement multimedia platform, we are dedicated to helping organisations engage with the public, instilling hope, and fostering positivity. This year, by leveraging the scale of the campaign, the Awards continues to propel charity films into the spotlight, increasing awareness and reaching a broader audience. This, in turn, generates more volunteers, donations, fundraisers and support, ultimately amplifying the positive impact of their work.

Our persistent ambition is to empower organisations in scaling their solutions, reaching more beneficiaries and showcasing successful programs that inspire similar initiatives for positive change at scale. Together, Smiley Movement and the Smiley

*“WE ARE DEDICATED  
TO HELPING CHARITIES  
ENGAGE WITH THE PUBLIC,  
INSTILLING HOPE, AND  
FOSTERING POSITIVITY.”*



Charity Film Awards forge a path toward a more positive and impactful future for charities and the communities they serve.

To all participants in this year's Smiley Charity Film Awards, I extend my sincere gratitude. Your exceptional work and commitment to change-making are truly commendable. Thank you for allowing us the privilege of working with you and sharing your inspiring stories.

In a world that may sometimes appear challenging, these organisations and individuals we celebrate tonight assure us that a positive future is not just a possibility but a reality.

**Nicolas Loufrani,**  
CEO, Chief Engagement Officer  
**Smiley Movement | Charity Film Awards**



THANK YOU TO OUR  
PARTNERS AND  
SUPPORTERS

DESTINATION RETAIL PARTNER:



THE BICESTER  
COLLECTION™

DESTINATION MEDIA PARTNER:

**limitedspace**

MEDIA PARTNER:



WITH THANKS TO:



Global Compact  
Network UK





**FUTURE  
POSITIVE®**



**MADE  
DIFFERENT.  
MADE  
BETTER.**

\*Compared to other Smiley® products

Future Positive® is an initiative by Smiley® to become a more conscious and responsible brand through our mission and mantra to make different and make better with our partners and licensees. Corresponding to our partnership with the United Nations to deliver UN-SDG Goal 12: responsible production and consumption we are striking a balance between responsibility and making more sustainable products for you and the planet.

If you are interested in working with Smiley and creating products that make a difference, please reach out to one of the team. Contact [sales@smiley.com](mailto:sales@smiley.com).

Over the past year, we have created Future Positive products with the following brands.



# EVENT PROGRAMME

indigo at The O2

Thursday 20 March 2025

**19:00**

Welcome drinks and networking

**20:00**

Awards ceremony commences

Longform Under £500,000 Award

Longform £500,000 - £5 Million Award

Longform Over £5 Million Award

Under £100,000 Award

£100,000 - £250,000 Award

£250,000 - £500,000 Award

£500,000 - £1 Million Award

£1 - £2.5 Million Award

£2.5 - £5 Million Award

£5 - £15 Million Award

£15 - £50 Million Award

Over £50 Million Award

Grand Prix - Film Of The Year

Champion of Change

Corporate Cause

The Bicester Collection International Impact

Grand Prix - People's Choice

People's Choice Category Winners

**22:30**

Estimated ceremony finish time

The event is expected to end at approximately 22:30, subject to the duration of the winning films and the ceremony.

**Please do not leave before the end of the ceremony.**

The final Grand Prix - People's Choice and People's Choice Category Winners are announced last and could be awarded to ANY of the Finalists in the room, regardless of the results in the preceding categories.

Post-event, we'll carry on the celebrations. Doors close at 23:00.





# MEET OUR JUDGES



**Amy Nuttall**  
Actress



**Annabelle Risdon**  
Give As You Live



**Anthony Bennett**  
Reboot The Future



**Audrey Healey**  
Benefact Group



**Becky Vick**  
British Film Institute  
(BFI)



**Ben Hatton**  
Aston Villa



**Benafsha Delgado**  
UN Global Compact  
Network UK



**Beth Murray**  
Meta



**Bev Jacobson**  
EmployAble



**Chantal Khoueiry**  
The Bicester Collection



**Charles Eales**  
Microsoft



**Chris Warburton**  
BBC Radio 5 Live



**Christos Tsaprounis**  
Auto Trader



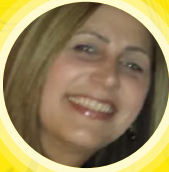
**Craig Jones**  
General Electric



**Dan Cadan**  
Film Director & Writer



**David Jenkins**  
Brilliant Theatre



**Dina Henry**  
Charities Aid Foundation  
(CAF) Bank



**Donia Kaloussi**  
LinkedIn



**Emmy Griffiths**  
HELLO! Magazine



**Francesca Brown**  
Goals for Girls



**Francesca James**  
Ideas Fest



**Helena Mansell Stopher**  
Products of Change



**Howard Lake**  
Fundraising UK



**Ian Morrish**  
Together for Cinema



**Jane Keightley**

Child Bereavement UK



**Jason Butcher**

Entrepreneur & CEO



**Jessica Creighton**

Sky Sports



**John Knell**

The Crafts Council



**Kate Walsh**

Airbnb



**Kim Polman**

Reboot The Future



**Lalita Taylor**

BBC



**Maria Costa**

Santander UK



**Marisa Brand**

Content Creator &  
Social Media Strategist



**Marvin Sordell**

ONEIGHTY Productions



**Meg Wamithi**

MindMapper UK



**Myriam Vander Elst**

Epic Foundation



**Nadiya Fyle**

Oxfam



**Neelu Agarwal**

Bank of England



**Nick Ede**

East of Eden



**Nico Loufrani**

Smiley Company



**Nikki Bell**

Fundraising Everywhere



**Oli Barrett**

Connector, Presenter, Founder



**Paul Finch**

Growth Studio



**Russell Blackman**

The Big Issue



**Sarah Rowley**

YouTube UK



**Scott Newman**

Charities Aid Foundation  
(CAF) Bank



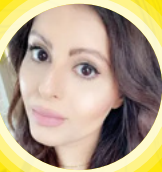
**Simon Burton**

Exposure  
Communications



**Simon Deverell**

Crowdfunder UK



**Sonia Sangha**

HSBC



**Sophie Collins**

MPB



**Steve Kenzie**

UN Global Compact  
Network UK



**Tom Watt**

Actor, Writer, Documentary  
Film-maker



**Toni Finimore**

The Social Society



**Will Travers**

Born Free Foundation

The 2025 judging panel for the Smiley Charity Film Awards comprises high-profile and influential people from the worlds of fundraising, business, entertainment and media. They are passionate and enthusiastic about charitable work, storytelling and film.

To find out more about this year's judges, please head over to [smileycharityfilmawards.com/judges](https://smileycharityfilmawards.com/judges)

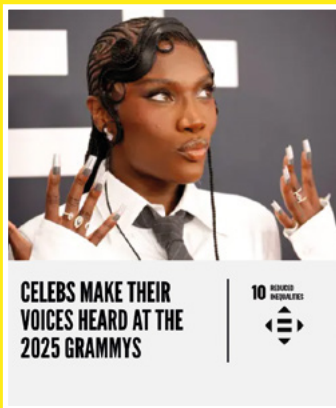
In a world yearning for change, **Smiley News** is an antidote to the negative mainstream narratives.

Inspiring optimism and empowering action for a brighter future.

Creating a ripple effect of positive change, this isn't just news; It's the 'how-to' and 'go-to' for supporting those solving real problems in your community.

Recognising those making a difference and giving them a voice, so you can be part of the change.

## CREATIVITY FOR THE GREATER GOOD





# WATCH THE STREAM

[smileymovement.org/charity-film-awards](https://smileymovement.org/charity-film-awards)

Join the party and follow us on social media

X [@smileycfa](#)

Instagram [@SmileyCFA](#)

TikTok [@smileycfas](#)

Facebook [@SmileyCFAs](#)

LinkedIn [@the-smiley-charity-film-awards](#)

[#CFA25](#) [#CharityFilmAwards](#) [#TheSmileys](#)

Turnover  
**Longform Under £500,000**

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**EQUALITY  TRUST**

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# AWARD FINALISTS

SMILEY CHARITY  
FILM  
AWARDS

Turnover  
Longform £500,000 - £5 Million

AREA43



REGEN



SARACENS  
FOUNDATION



teens:)  
unite

# AWARD FINALISTS

Turnover  
Longform Over £5 Million



Institution  
of Occupational  
Safety and Health



# AWARD FINALISTS

SMILEY CHARITY  
FILM  
AWARDS

Turnover  
Under £100,000



# AWARD FINALISTS

Turnover  
**£100,000 - £250,000**



# AWARD FINALISTS

SMILEY CHARITY  
FILM  
AWARDS

Turnover  
£250,000 - £500,000



# AWARD FINALISTS

Turnover  
£500,000 - £1 Million



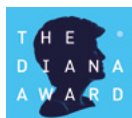
# AWARD FINALISTS

SMILEY CHARITY  
FILM  
AWARDS

Turnover  
£1 Million - £2.5 Million



Turnover  
**£2.5 Million - £5 Million**



# AWARD FINALISTS

SMILEY CHARITY  
FILM  
AWARDS

Turnover  
£5 Million - £15 Million



# AWARD FINALISTS

Turnover  
**£15 Million - £50 Million**



# AWARD FINALISTS

SMILEY CHARITY  
FILM  
AWARDS

Turnover  
Over £50 Million



ALZHEIMER'S RESEARCH UK FOR A CURE



BritishRedCross





THE BICESTER  
COLLECTION™

## International Impact



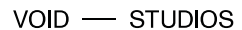
NATALIA LAFOURCADE

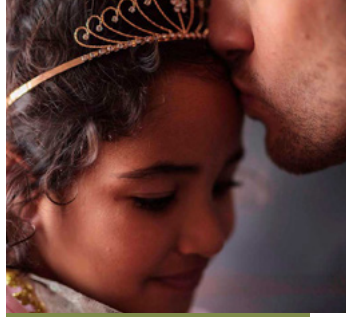


# AWARD FINALISTS

SMILEY CHARITY  
FILM  
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## Corporate Cause





# Giving back is at our heart

The Bicester Collection is proud to partner with Smiley Movement to present the Charity Film Awards 2025.



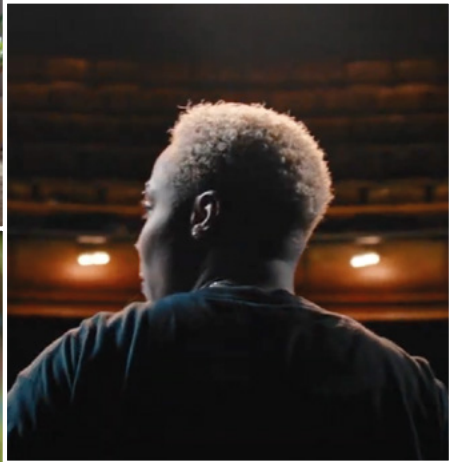
#DoGood

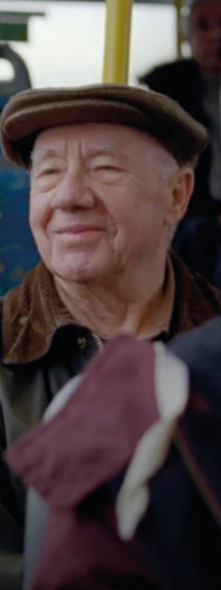


The Bicester Collection is a family of international luxury shopping destinations where memories are made and communities grow.

Through our philanthropic programme, **DO GOOD**, we support charity partners, advocate for change and champion innovation to empower women and children – driving impact in alignment with the **United Nations Sustainable Development Goals**.

Our charity partners – **Adream Foundation, Barretstown, Brides do Good, charity: water, IntoUniversity, L'ENVOL, Make-A-Wish®, Smart Works, Women for Women International and World Connect** – tackle challenges locally and globally, supporting those in need to unlock futures for a better tomorrow.





THANK YOU FOR  
PLAYING A PART IN  
THIS YEAR'S SMILEY  
CHARITY FILM AWARDS

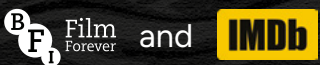


**SMILEY CHARITY FILM AWARDS.**

SUPPORT THE CHARITY OF YOUR CHOICE



Smiley Charity Film Awards is recognised by



Winning hearts and minds through film