

2017/18

THE GUIDE TO

UK COMPANY GIVING

11th edition

Jennifer Reynolds,
Jodie Huyton
& Carly Hobson



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Foreword

Community investment is integral to Provident Financial's overarching business strategy. We recognise the value and contribution that we can make to the communities where we operate. So harnessing our corporate resource to effectively channel funding and other support is a responsibility we take extremely seriously. And we've realised the best way for us to make the greatest difference and social impact is to be fixed and focused, applying a single-minded approach to the way we invest in our communities.

We're clear that our programme must generate measurable impacts for society. There have been increasing calls for businesses to ensure that their community programmes focus on delivering activities that support their core mission statement and which deliver impacts that result in clear, measureable and auditable business and societal benefits.

Our own approach to community investment is closely aligned to our core business strategy and addresses issues that are material to us, focusing on two main areas. Firstly, helping to address the social inclusion needs of people who live in some of the most deprived communities in the UK and Ireland. And, secondly, supporting the money advice sector to address financial education issues, and carrying out research into broader, social matters that relate to our customers.

Today's fundraising environment is challenging to say the least, with ever-increasing demands on traditional funding streams – something that's unlikely to change any time soon. So innovation is needed in the quest to contribute to the continuance of our hugely valued voluntary sector. This is evident in the way that corporate community investment programmes are evolving to reflect the changing nature of the companies' own businesses, their communities and our wider society.

The Guide to UK Company Giving is a unique reference tool for businesses, charities, community groups and other voluntary organisations. The guide contains a plethora of information; indeed, such is the value of this publication, that we recently gave each of our community partners a copy of the guide to support their own fundraising activities as part of a programme of specialist support we offer to help with the development of their long-term organisational sustainability. We also delivered an accompanying workshop which provided them with advice on how to approach companies when seeking funding.

One of the key elements that we picked up on when engaging with our community partners is the need for them to undertake thorough research when identifying potential corporate partners. This enables them to understand what it is that the company does and how they approach community investment. What's their strategy? What might they be looking for in a potential partner? Who do they already support? What's their volunteering proposition? How do they use that for employee development? How much do they invest? What impacts do they measure? It's about understanding how a potential corporate funder approaches community investment and then tailoring a funding proposal to maximise the chances of getting a positive response.

The Guide to UK Company Giving is so comprehensive that it means a lot of the desk research – which would otherwise put an even greater drain on scarce resources – is already at your fingertips. At a time when effective partnerships are the key to lasting sustainability, this guide offers a powerful lens through which to identify strategic corporate/voluntary partnership opportunities in a dynamic and changing corporate community investment landscape.

Sharon Orr
Community Affairs Manager, Provident Financial Group

Introduction

Welcome to the eleventh edition of *The Guide to UK Company Giving* which continues to provide relevant, updated policy information and commentary on the current state of corporate community involvement in the UK.

This edition features 406 companies, which gave at least £420 million in community support, mostly in the financial years 2014/15, 2015 or 2015/16. The edition also includes full details of 132 associated corporate charities which gave in total £321 million. This figure was derived from the combined grant totals of each of the corporate charities listed and does not represent what was given by the companies themselves.

In the last edition of this guide we explained how reforms to the Companies Act 2006, brought in by the Department for Business Innovation and Skills (which came into force for financial periods ending on or after 30 September 2013), mean that companies no longer have a legal obligation to declare charitable donations. Although government legislation has changed and it is no longer possible to make cash giving our focus, we had already begun, over a period of years, to recognise the very substantial contribution many companies are now making to their communities both in cash and in kind. Many of these companies are also aligning their giving with their own type of business and we see the very positive effect this can have on both those receiving the support and the givers themselves.

We are endeavouring to cover the many and very different ways in which companies structure their community contribution and also to provide an insight into what each company prioritises for its business practices. For example, does the company acknowledge the recent provisions of anti-slavery legislation? What is the ratio of women to men on its board? Does it pay a living wage?

The corporate charities section on page 337 is a review of information on 132 corporate charities established by and/or closely associated with a company listed in the guide, often acting as a channel for its charitable giving. (For more detail about this section see page xiii.) We hope that this will be of real use to our readers when looking for charitable funding given by companies.

This edition of the guide also includes for the first time a chapter dedicated to football clubs. Focusing on the 20 football clubs competing in the Premier League in the 2016/17 season, we shine a light on the community involvement of some of the most widely known football

clubs in the world, in what is perhaps the highest-profile corporate sector.

Each of the 406 company entries provides essential information for accessing funding and other resources. Throughout our research we look at thousands of pages of annual reports, accounts and corporate social responsibility (CSR) reports as well as the companies' own websites, with the aim of providing a comprehensive overview of the community-related activities by a particular business. The entries focus on a company's contributions to its local community and/or society as a whole which include both cash donations (where figures are available) and all forms of in-kind support from pro bono work to equipment. We also make a note of commercially led, yet community-related initiatives, or other community-orientated contributions by the company.

Most of the guide consists of individual company entries, but it also contains additional sections offering advice and information for fundraisers, voluntary organisations, community groups, companies and individuals.

The companies in this guide

In previous editions of this guide, cash donations have been the primary, albeit not the sole, way in which DSC has measured companies' community involvement. While DSC maintains that it is good practice for companies to declare charitable donations, and applauds those companies that continue to do so, the shift in focus away from cash donations and towards corporate community contributions has presented us with the opportunity to draw attention to the other, sometimes very innovative, ways in which companies contribute to communities – the value of such contributions cannot always be properly translated into monetary terms.

Methodology

As it was no longer possible to use a threshold for financial contributions as we had done in previous years (in the tenth edition, for example, we omitted companies that had been known to give less than £5,000 in charitable donations annually), we opened up our basic criteria and have included companies whose CSR activities benefit communities in the UK directly. Generally, this would

include any of the following: charitable contributions (either cash or gifts in kind such as equipment, employee volunteering, mentoring or secondment of staff); community partnerships; or activities of an affiliated grant-making corporate charity.

We started the research process by comparing a list of companies on the FTSE All-Share (taken on 10 August 2016) to the list of companies already on our database for which we hold historical information, based on previous research, of charitable giving. An initial sift was then carried out of those FTSE All-Share companies not yet featured on our database to determine whether or not they fit within our criteria.

From the companies that satisfied our basic criteria, more in-depth research was carried out to determine whether or not they should be included in the guide. The decision to include or exclude a company from the guide was rooted in its relevance and usefulness for DSC's beneficiaries. We did not include companies whose community activities in the UK are limited in their geographical area of benefit (such as a small area around a single office or site) or whose CSR is geared mainly towards environmental sustainability. We generally did not include those companies whose community support is given on a long-term basis to one or a limited group of named charities, or those whose employees' fundraising is the sole source of community contributions – the recipients of funds such as these are nearly always predetermined.

Football clubs

One of the notable additions to this edition of the guide is the new chapter dedicated to the 20 football clubs that make up the Premier League. There were a number of factors that influenced our decision to include the clubs in this edition.

Firstly, many of the first football clubs had their origins as community organisations; they were Saturday social clubs for working class men, and were often managed by democratically elected local committees. It seems only appropriate – particularly given DSC's extensive data on the charitable and community giving in other corporate sectors – that we should try to highlight the community involvement of an industry that has a natural and historic link to our local communities.

Furthermore, in February 2015 it was announced that Sky and BT Sport had agreed to pay a record sum of £5.14 billion for Premier League TV rights over three seasons beginning from 2016/17 (Premier League 2015). This continues the general trend of increasingly lucrative TV deals seen since the Premier League's formation in 1992 (BBC 2015). The Premier League has agreed to use part of this money in a socially responsible way. By setting out the community initiatives of football clubs at this moment in time, it will be possible in future to consider if and how this influx of money has had an impact on the clubs' community-based activities.

What our research found

Corporate giving

Based on the information that was available to us, the companies in this guide gave at least £420 million in UK community contributions. This figure includes both cash donations and in-kind contributions, such as gifts and employee time. Wherever possible, we have not included the value of management costs or market-led giving.

In previous editions of this guide, tables were included listing the top 25 UK corporate cash donors and the top 25 UK corporate contributors. Given the limitations of the financial information available this time (and likely in the future), it would not be particularly helpful to include these again. We have instead included a table to show the top 10 UK givers in this guide, according to total community contributions, based on information that was available during our research.

Top 10 corporate givers

	Total UK Contributions
1 Lloyds Banking Group	£64 million
2 ITV PLC	£24 million
3 Santander UK PLC	£22 million
4 Ecclesiastical Insurance Group PLC	£20.4 million
5 HSBC Holdings PLC	£18.65 million
6 Marks and Spencer Group PLC	£15.5 million
7 Goldman Sachs International	£14.3 million
8 Impetus – The Private Equity Foundation	£11.6 million
9 John Lewis Partnership PLC	£11.6 million
10 Royal Mail PLC	£10.4 million

The list of top 10 givers includes four banks (Lloyds Banking Group, Santander UK PLC, HSBC Holdings PLC and Goldman Sachs International), two British department store groups (Marks and Spencer Group PLC and John Lewis Partnership PLC, which is also an employee-led partnership), one media company (ITV PLC) and Royal Mail.

Interestingly, the top 10 also includes two companies that have close associations with charities: Ecclesiastical Insurance Group PLC, which is wholly owned by Allchurches Trust Ltd, a registered charity (Charity Commission no. 263960); and Impetus – The Private Equity Foundation, which is registered both at Companies House and as a charity (Charity Commission no. 1152262).

The companies in this table contributed a combined total of at least £212.3 million to communities during the financial years we looked at.

Which causes do companies support?

During the course of our research, using information available from CSR reports, companies' websites and, in the case of companies with associated corporate charities, from the Charity Commission register, we were able to record details of the types of causes supported by companies. We have collated the information to produce an indicator of the most and least commonly supported causes by companies listed in this guide.

Fictional company entry

Below is a typical company entry, showing the format we have used to present the information obtained from each of the companies. Remember to always check the company's website for information before making an application. You should submit your request in writing, but may wish to ask for details of the grants procedure, check the contact for charitable donations or request a copy of the latest annual report. The latter, along with community support information, may also be obtained via the quoted website address.

Fictitious Productions PLC

Spin

Correspondent: A. Grant, CSR Manager, 68 Nowhere Street, Anytown AN6 2LM (tel: 01510 000000; fax: 01511 000000; website: www.fictprod.co.uk)

Directors: Terence Story, Chair; Shelley Yarn, Chief Executive; Luther Tale (women: 1; men: 2)

Year end	31/12/2015
Turnover	£837,300,000
Pre-tax profit	£292,000,000

Nature of business: The company is involved in the production of fictitious information.

Company registration number: 116565

Subsidiaries include: Cashflow Industries; False Publications; Sundry Matters; Wage Packet Co.

Brands include: Storytime; Truth Ltd; Dizzy Media; Blank Page.

UK employees: 3,872

Total employees: 7,689

Focus of giving: general charitable purposes.

Membership: BITC, LBG

- Community involvement ✓
- Community contributions ✓
- CSR report ✓
- CSR or charity committee ✓
- Cash donations declared ✓
- Charity of the Year ✓
- Employee-led support ✓
- Gifts in kind ✓
- Matched funding ✓
- Overseas giving ✓
- Payroll giving ✓
- Pro bono ✓
- Sponsorship ✓

Charitable donations

Cash UK (latest available):	2015	£420,000
Total UK (cash and in kind):	2015	£575,000
Cash worldwide:	2015	£1,234,000
Total worldwide (cash and in kind):	2015	£7,868,000

Community involvement

The company supports local enterprise agencies and considers secondment of employees to local economic development initiatives.

Main locations

Bristol (head office), Grimsby, Liverpool, Perth.

The full name of the company is given with the companies listed in alphabetical order.

Some companies in the guide have specialist staff to deal with appeals (in these cases, where available, we have included direct contact details). However, in other companies appeals are dealt with by the company secretary, or public relations or marketing departments. The address refers to the most relevant address; whether this is the company's head office, the office where the CSR department is located, or the company's corporate charity.

We give all available names of the directors and include the ratio of women to men on the board, where known.

Financial statistics: the year end, turnover and pre-tax profit (a figure in brackets denotes a loss). Most relate to 2014/15 or 2015. The figures give an indication of the scale of the company's giving relative to its size.

The main area of the company's activity. This can be useful if you are looking for a product link.

The registration number at the Companies House. In the case of a financial institution, such as a Building Society, its FSA number is also included.

A sample of the company's subsidiaries is listed here. Full details are usually given within the company's annual accounts.

A sample of the company's brands is given here. Full details are available on the company's website.

The number of total employees and UK employees, where information is available.

We list the company's charitable preferences.

Indicates whether the company is a member of Business in the Community and LBG.

These tick boxes provide an overview of the company's CSR activities.

Where available, figures for total UK and total worldwide contributions are given and these include the value of in-kind giving, good-cause sponsorship, secondments and so on.

This provides an overview of the company's community support, detailing preferred causes and any geographical areas that are favoured.

We indicate where the company's main areas of activity are.

Corporate giving

The company's community contributions totalled £575,000 in 2015. This included in-kind giving, the cost of secondments and charitable donations totalling £420,000.

Beneficiaries included: Any Town LGBT Network (for information leaflets), Perth Parent & Toddler Association (towards play equipment) and the local wildlife trust.

Quotes total cash donations or community contributions made.

Examples of grants and their size, where known, are listed. Large grants are often a good indicator of the company's strategic priorities.

In-kind support

The company donates surplus or used furniture/equipment to local causes.

Some companies give gifts in kind, which can be anything from used stock to valuable pro bono work.

Employee-led support

A charity is selected each year to benefit from employee fundraising, with the company making a contribution by way of matched funding.

Many company employees give time and money to local causes, including fundraising and volunteering. If a payroll giving scheme is operated, we state so.

Payroll giving

A scheme is operated by the company.

Commercially led support

Sponsorship

The arts: The typical sponsorship range is from £1,000 to £25,000. The company sponsors Southport Sinfonietta and supported music festivals in Grimsby and Perth.

Covers good-cause sponsorship, if undertaken, and will include a contact, if different from the main correspondent. Provides information on commercially led promotions, if applicable.

Exclusions

No response is given to circular appeals. No grants are given for fundraising events, purely denominational religious appeals, local appeals not in areas of the company's presence, large national appeals, overseas projects, political activities or individuals. Non-commercial advertising is not supported. The company does not sponsor individuals or travel.

Lists any areas, subjects or types of grants the company will not consider.

Applications

Apply in writing to the correspondent. Applications are considered by a donations committee which meets three times a year.

Includes how to apply and when to submit an application. We also state whether there is further information available from the company.

3i Group PLC

Financial services

Correspondent: See 'Applications' for contacts, 16 Palace Street, London SW1E 5JD (tel: 020 7975 3131; website: www.3i.com)

Directors: Caroline Banzky; David Hutchison; Jonathan Asquith; Julia Wilson, Group Finance Director; Martine Verluyten; Peter Grosch; Simon Borrows, Chief Executive; Simon Thompson, Chair; Stephen Daintith (women: 3; men: 6)

Year end	31/03/2016
Pre-tax profit	£819,000,000

Nature of business: 3i is an investment company with three complementary businesses (private equity, infrastructure and debt management), specialising in core investment markets in Northern Europe and North America.

Company registration number: 1142830

Subsidiary undertakings include: Action; Element Materials Technology; Inspecta.

UK employees: 281

Total employees: 281

Focus of giving: Education, heritage, housing, homelessness, arts, culture, poverty and social exclusion, children, young people, community/social welfare.

Accredited Living Wage Employer	✓
Community involvement	✓
Community contributions	✓
Company reports on anti-slavery	✓
CSR report	✓
Cash donations declared	✓
Charity partner(s)	✓
Employee-led support	✓
FTSE 100	✓
Matched funding	✓
Payroll giving	✓

Charitable donations

Cash UK (latest available): 2016	£324,000
Total UK (cash and in kind): 2016	£324,000
Cash worldwide: 2016	£324,000
Total worldwide (cash and in kind): 2016	£324,000

Community involvement

From June 2016, 3i will be supporting the Snowdon Trust, a charity that provides grants to people with physical disabilities and students with sensory impairments studying in the UK, in further or higher education, or those training towards employment. The grants will help cover additional costs that students incur as a result of their disability and which available statutory funding does not cover.

Case study

Taken from the 2016 CSR report:

Community Links

Community Links is based in Newham, one of the most deprived boroughs in London. It provides 'early action' work, which includes running youth clubs and safe play areas through to providing advice on debt, welfare benefits, form filling etc. It also carries out specialist intervention work when people are experiencing severe problems such as exclusion from school and prolonged periods of unemployment. In addition to our regular contribution to this charity, 3i's London-based employees have been contributing to the Community Links Christmas toy appeal for a number of years and donated 85 presents to the charity's 2015 appeal.

Main locations

Main UK location: London.

Worldwide: Amsterdam; Frankfurt; Madrid; Mumbai; New York; Paris; Singapore; Stockholm.

Community contributions

The group focuses its charitable activities on individuals who are disadvantaged, young people and education. Charities are supported on the basis of their effectiveness and impact. According to the 2016 CSR report, charitable giving for the year to 31 March 2016 totalled £324,000.

Beneficiaries included: Community Links; Historic Royal Palaces; National Youth Orchestra; and The Passage.

Employee-led support

Staff contribute via the Give As You Earn scheme in the UK, administered by the Charities Aid Foundation. 3i employees donated £37,000 through this scheme in the year to 31 March 2016 (taken from the Corporate Responsibility Report 2016).

Matched funding

3i has a policy of matching the amount raised by UK staff through sponsorship by family and friends of their fundraising efforts for UK-registered charities. 3i contributed £14,000 in matching donations in the year to 31 March 2016. It is not clear if this amount has been included in the total contribution figure of £324,000.

Exclusions

No support is given for political appeals or individuals.

Applications

Apply in writing to the correspondent/s below, referenced 'Community support'. Toby Bates, Interim Communications Director, tel: 020 7975 3032, email: toby.bates@3i.com, or: Kathryn van der Kroft, Communications Director, tel: 020 7975 3021, kathryn.vanderkroft@3i.com.

3M United Kingdom PLC

Chemicals and plastics

Correspondent: Communities Team, 3M Community, 3M United Kingdom PLC, 3M Centre, Cain Road, Bracknell RG12 8HT (tel: 0870 536 0036; website: www.3M.com/uk)

Directors: Donald Gray, General Manager, Finance; Paul Keel, Managing Director; Paul Williams; Stella Heggarty (women: 2; men: 2)

Year end	31/12/2015
Turnover	£516,039,000
Pre-tax profit	£21,096,000

Nature of business: 3M is fundamentally a science-based company. Products manufactured in the UK include coated abrasives, personal safety equipment, adhesive tapes, industrial microbiology products, drug delivery systems, high performance coatings, secure documents, passport readers and imaging systems.

Company registration number: 1123045

Subsidiary undertakings include: 3M United Kingdom PLC is a wholly owned subsidiary of 3M Company, a company incorporated in the United States, as the ultimate parent company and controlling party.

Brands include: Post-it; Scotch; Scotch-Brite; Scotchgard.

Focus of giving: Education, environment, poverty and social exclusion, community/social welfare.

Membership: BITC, LBG

Community involvement	✓
Community contributions	✓
Company reports on anti-slavery	✓
Cash donations declared	✓
Employee-led support	✓

Charitable donations

Cash UK (latest available): 2015	£261,000
Total UK (cash and in kind): 2015	£261,000
Cash worldwide: 2015	£261,000
Total worldwide (cash and in kind): 2015	£261,000

Community involvement

The company believes that commercial success and corporate responsibility are inextricably linked and, therefore, its contribution is towards communities in which it has operations. It should be noted that the community programme is structured and not about responding to general requests. The website states that the company will 'support organisations that help communities help themselves'.

National programme

As 3M is a technology company, a large number of its employees hold qualifications in STEM (science,

technology, engineering and maths) subjects. It is recognised that too few pupils – in particular female students – are staying with these subjects beyond GCSE. 3M hopes to redress that in some way by working with educational specialists in order to provide free online educational resources that help make these subjects real and relevant to pupils.

This programme involves partnering with schools local to 3M's major sites; the donation of in-kind gifts of 3M products and services; visits to (and the use of) 3M facilities; encouragement of employee volunteering – particularly STEM Ambassadors; matching employees' fundraising achievements, and creating free online teaching resources that can be used by schools throughout the UK and Ireland.

STEM Ambassadors go into school to show that a wide range of interesting careers are open to people with STEM qualifications.

3M Careerwise

The 3M Careerwise programme provides resources for children to help them think about what careers they would like to pursue and what skills and qualifications they will need to get them there.

Main locations

Aberdeen; Atherstone; Aycliffe; Bangor; Bedford; Bridgend; Clitheroe; Daventry; Dublin; Gorseinon; London; Loughborough; Manchester; North Allerton; Manchester.

Community contributions

In 2015 the amount contributed in charitable donations by the UK company was £261,000. Donations were broken down as follows:

Education	£217,500
Other	£29,500
Relief of suffering	£13,500
Environment	£660

Employee-led support

Employee volunteering

3M holds an annual Global Volunteer Day. Employees in the UK helped local schools, a hospice, a food bank and a wildlife trust.

Applications

For more information, use the online facility at 'Contact Us' and reference 'Community'.

AA PLC

Insurance, motors and accessories

Correspondent: Catherine Hammond, Fanum House, Basing View, Basingstoke RG21 4EA (email: publicaffairs@theaa.com; website: www.theaa.com/public_

affairs/aa-charitable-trust-for-road-safety-and-the-environment.html)

Directors: Andrew Blowers; Andrew Miller; Bob McKenzie, Executive Chair; John Leach; Mark Millar; Martin Clarke, Chief Financial Officer; Simon Breakwell; Suzi Williams (women: 1; men: 7)

Year end	31/01/2016
Turnover	£973,000,000
Pre-tax profit	£17,000,000

Nature of business: The AA is a motoring association which provides services including roadside assistance, motor and home insurance, and home services. The AA operates in the UK and in Ireland.

Subsidiary undertakings include: AA The Driving School Agency Ltd; AA Corporation Ltd; Automobile Association Insurance Services Ltd.

Total employees: 7,862

Focus of giving: Armed forces; education; environment; health; road safety.

Community involvement	✓
Community contributions	✓
CSR report	✓
Directors have other relevant posts	✓
AF Covenant	✓
Armed forces personnel	✓
Employee-led support	✓
Gifts in kind	✓

Community involvement

The AA's community and charitable work is carried out by The AA Charitable Trust for Road Safety and the Environment (Charity Commission no. 1125119). AA employees fundraise for a range of national charities.

The AA Charitable Trust for Road Safety and the Environment

The trust was set up in 2008 and is primarily funded by donations from the group. According to the trust's website, its objectives are:

- The preservation and protection of human life and health by the prevention of personal injury to, and death of, individuals on roads and in motor vehicles in the United Kingdom in particular but not exclusively through:
 - ▶ Educating road users in road safety
 - ▶ Campaigning on issues of road safety
 - ▶ Promoting understanding and awareness of road safety and eco-driving to reduce environmental impact of motoring and to protect the environment

The trust is not a grant-making charity but rather runs a number of programmes which support its objects. The trust's page on the AA website describes its recent initiatives:

- ▶ **Improving road safety:** The trust has created a range of training initiatives, with the aim of improving drivers'

skills and confidence. These include free courses such as Drive Motorway, Drive Confident and Drive Smart. It also supports events, including Thames Valley Police's Safe Drive Stay Alive roadshow

- ▶ **Driving lessons for young people in care:** In collaboration with the University of Bristol and Bristol Council, the trust provided four young people from within the care system the opportunity to take driving lessons, with the aim of analysing the effect on their confidence and self-esteem. The AA website describes that the scheme is being 'rolled-out in Newcastle, Medway and Westminster and a further pilot is planned in Bristol'

- ▶ **Campaigning:** Current AA campaigns include 'Think Bikes', which has been adopted in 24 countries. During 2016 the AA also worked on and supported campaigns in areas such as motorway hard-shoulder safety, drink-driving, and the UN Decade of Action on Road Safety

Possible future plans for the trust's work are briefly detailed on the website and include motorcycle safety and drug-driving. However, the website also states: 'The AA Charitable Trust for Road Safety and the Environment would be pleased to receive ideas/proposals from AA Members for possible future schemes aligned with its charitable objectives.'

Directors with other relevant posts

Andrew Blowers: trustee at CVQO.

Main locations

The group operates across the UK, but has eight office sites: Basingstoke (head office); Cardiff; Cheadle; Leicestershire; London; Newcastle; Oldbury; Preston.

Community contributions

A figure for charitable donations was not included in the group's annual report and accounts for 2016.

Employee-led support

Employee fundraising

In the 2015/16 financial year, AA employees raised more than £150,000 for national charities such as the Children's Heart Unit Fund and the Royal National Institute of Blind People. Funds and blankets were also collected for the Nepal earthquake appeal. At a local level, employees also raised funds and took part with events for smaller charities. The Corporate Responsibility report also explains that many AA employees support the automotive industry charity, BEN. Activities during the year included litter clean-ups, charity bike rides and, for some patrols, taking part in the Help for Heroes 4x4 European Rally.

What else can DSC do for you?

Let us help you to be the best you possibly can be. DSC equips individuals and organisations with expert skills and information to help them provide better services and outcomes for their beneficiaries. With the latest techniques, best practice and funding resources all brought to you by our team of experts, you will not only boost your income but also exceed your expectations.

Publications

With over 100 titles we produce fundraising directories and research reports, as well as accessible 'how to' guides and best practice handbooks, all to help you help others.

Training

The voluntary sector's best-selling training – 80 courses covering every type of voluntary sector training.

In-house Training

All DSC courses are available on your premises, delivered by expert trainers and facilitators. We also offer coaching, consultancy, mentoring and support.

Conferences and Fairs

DSC conferences are a fantastic way to network with voluntary sector professionals while taking part in intensive, practical training workshops.



Funding Websites

DSC's funding websites provide access to thousands of charities, grants, statutory funds and corporate donations. You won't get more funders, commentary and analysis anywhere else. Demo our sites free today.

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THE GUIDE TO

UK COMPANY GIVING

Every year, UK companies contribute to society by supporting their communities and voluntary organisations. To improve your chances of benefitting, you need to know which companies give, why they do it, what their criteria are, and how to ask in the right way.

This guide not only provides a detailed insight into more than 400 companies and their giving strategies, but also advises on how to identify those most likely to support your organisation. Their combined contribution in cash donations and a diverse range of in-kind support amounts to over £420 million.

This comprehensive guide contains a full description of each company's community activities, along with a separate section on corporate grant-making charities. Each entry includes an at-a-glance profile detailing:

- Corporate social responsibility (CSR) information
- Levels of giving in the UK and whether in cash or in kind
- Partnerships, including Charity of the Year
- Matched funding and payroll giving
- Commercially led support and pro bono work
- Ratio of women to men on the board of directors

Both voluntary organisations seeking support from corporates, and companies looking to develop their community giving strategy, should own this indispensable guide. Research organisations and individuals investigating UK corporate giving and CSR will also need this vital resource.



'The quality and reliability of analysis put this directory head and shoulders above comparable publications. An invaluable resource for both researcher and fundraiser alike.'

**Stephen Brammer, Executive Dean, Faculty of Business and Economics,
Macquarie University, Australia**

'Before you start typing a target name into your search engine, pick up this book; clear and reliable information in an accessible format that will save you hours in web searches and help you make relevant approaches for corporate support.'

Victoria Copeland, Corporate Relationships Manager, Blind Veterans UK