

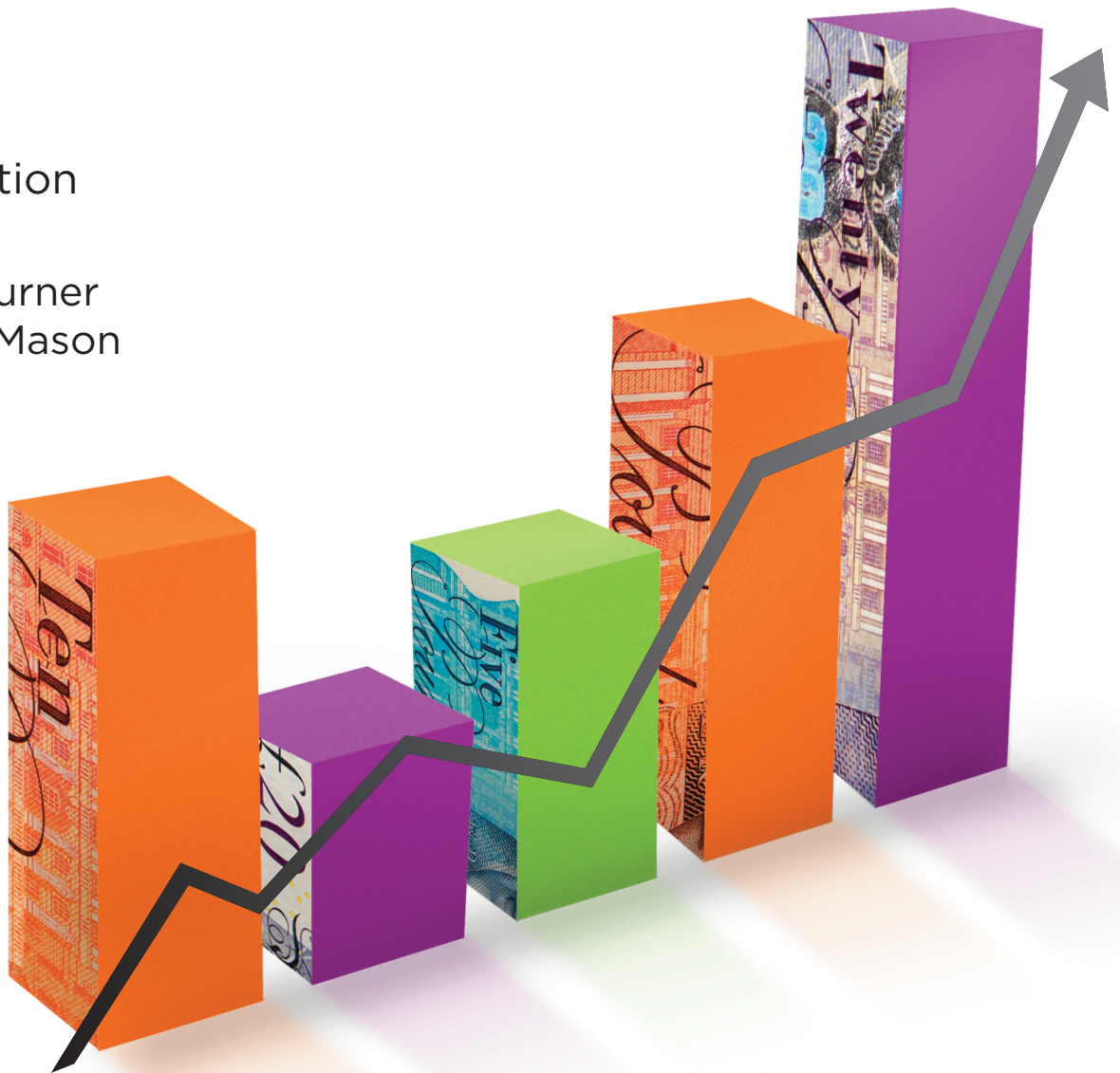
2019/20

THE GUIDE TO

UK COMPANY GIVING

12th edition

Judith Turner
& Scott Mason



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Head office: Resource for London, 352 Holloway Rd, London N7 6PA

Northern office: Suite 103, 1 Old Hall Street, Liverpool L3 9HG

Tel: 020 7697 4200

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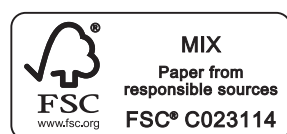
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Foreword

Almost 40 years ago, a small group of companies in the UK decided to do something different. It was time, they believed, to look beyond their own bottom line and to start thinking about what part they could play in making the world a better place. Business in the Community (BITC) was born.

Since then, the UK has changed a lot. From the devastating effects of the global financial crisis to the radical changes which the internet and technology have brought about, BITC has watched our country redefine itself time and again. But over the years, one trend has emerged strongly; people have begun increasingly to look to the private sector for help in tackling the world's hardest problems. After all, companies have the resources, the reach and the reason to do so.

The twelfth edition of *The UK Guide to Company Giving* lays bare the scale of that expectation for responsible business in 2019. 400 companies contributing around £400 million in cash and in-kind support is a staggering level of community support. It is something that as a nation we should be immensely proud of.

When BITC was founded in the 1980s, cash-giving was the watchword. Today, we still see enormous value in the ability of companies to financially support charities or causes which their employees care about and I am pleased to read in this year's guide that that tradition is alive and well. But I was also happy to see that the entries in the

guide highlight the fact that giving is about far more than money.

Donating money is a good start, but it is when we begin to really consider what is within our power to give away that things get interesting. As well as being able to offer financial support, companies have the resource, talent, skills and – most important of all – the perspective to give charities and communities the best chance of succeeding. Thoughtful giving is a powerful act.

I am particularly happy to see that the guide has emphasized the importance of partnerships which bring this type of giving to life. Understanding the give and take of long-term relationships with community groups or the third sector is something which marks out a business as being not only responsible but really remarkable.

The beauty of responsible business is that it really does work for everyone. By giving more, each company on this list is helping communities, taking care of its employees and securing all of our futures. This guide is a brilliant and invaluable resource for charities and companies alike. Looking at it, I feel more confident than ever that the chorus of responsible businesses is on the brink of becoming a roar. I hope that – like me – you can't wait to hear it.

Amanda Mackenzie OBE
Chief Executive, Business in the Community

About the Directory of Social Change

The Directory of Social Change (DSC) has a vision of an independent voluntary sector at the heart of social change. We believe that the activities of independent charities, voluntary organisations and community groups are fundamental to achieve social change. We exist to help these organisations in achieving their goals.

We do this by:

- ▶ Providing practical tools that organisations and activists need, including online and printed publications, training courses, and conferences on a huge range of topics
- ▶ Acting as a ‘concerned citizen’ in public policy debates, often on behalf of smaller charities, voluntary organisations and community groups
- ▶ Leading campaigns and stimulating debate on key policy issues that affect those groups
- ▶ Carrying out research and providing information to influence policymakers

DSC is the leading provider of information and training for the voluntary sector and publishes an extensive range of guides and handbooks covering subjects such as fundraising, management, communication, finance and law. Our subscription website, Funds Online, contains a wealth of information on funding from grant-making charities, companies and government sources. We run more than 300 training courses each year, including bespoke in-house training provided at the client’s location. DSC conferences and fairs, which take place throughout the year, also provide training on a wide range of topics and offer a welcome opportunity for networking.

For details of all our activities, and to order publications and book courses, go to www.dsc.org.uk, call 020 7697 4200 or email cs@dsc.org.uk.

Introduction

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

This edition features 400 companies, which collectively gave around £400 million in community support, mostly in the financial years 2016/17, 2017 or 2017/18. The edition also includes full details of 128 associated corporate charities which together gave over £200 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.

Since reforms were made to the Companies Act 2006 companies no longer have a legal obligation to declare charitable donations. We have monitored how this transformed companies reporting on their community involvement since the changes took place in 2013. There has been a recognisable shift towards embedding corporate social responsibility (CSR) into company culture, by encouraging staff involvement, providing services pro bono, or by gifting products. We continue to see how this can have a positive effect on both those receiving the support and the givers themselves.

The corporate charities section on page 229 contains information on 128 corporate charities established by and closely associated with a company listed in the guide, often acting as a channel for its charitable giving. We hope that this will be of real use to our readers when looking for charitable funding given by companies.

Each of the 400 company records provide essential information for accessing funding and other resources. Throughout our research we look at thousands of pages of annual reports, accounts and 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 records 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 records, but it also contains additional sections offering advice and information for fundraisers, voluntary organisations, community groups, companies and individuals.

Corporate social responsibility

Corporate social responsibility (CSR), also known as social or community investment, corporate citizenship or sustainable/responsible business, is a much-used term which covers a holistic attempt by businesses to act in an ethical manner, considering the effects they have on communities, people and the environment.

Initially self-regulated, there are now several legal requirements to report on various activities that fall under the CSR banner, including reporting on a company's gender pay gap, responding to the risk of modern day slavery in the supply chain, and ensuring that environmental damage is reduced or avoided. A CSR strategy should include the monitoring and review of a company's ethical policies and procedures, environmental policy, health and safety procedures, employees' welfare, and the effect the company's business has on its customers, suppliers, communities and stakeholders.

Many companies, depending on the nature of their business, quite naturally focus on the impact they have on the environment and what measures they are taking to try to redress the negative aspect of their activities. These programmes are often under the heading of sustainability as opposed to CSR.

For the benefit of our readers, we focus our research on companies' contributions to UK voluntary organisations. Where a company gives abroad and provides information, we include this information, however this guide has been written for the small and medium-sized charities working with beneficiaries in the UK and so we have tried to focus on the aspects of giving that will be of most use to them.

From our research we know that companies which establish partnerships or close relationships with the charities they support appreciate those organisations, their staff and the needs which they meet. This is probably more so for those that have a link to the nature of the company's business; for example, a sports clothing retailer has a very direct link with the beneficiaries of a voluntary group supporting young people. In this way, the beneficiaries of the voluntary organisation are often the company's customers or potential customers – 'a win-win situation' in the eyes of the company.

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Companies are also realising that there are substantial benefits to be gained in supporting such voluntary groups. These benefits include:

- ▶ Getting good publicity and building brand awareness through association with an organisation or cause
- ▶ Gaining a deeper understanding of their own customer base
- ▶ Receiving the advantages of staff development opportunities where employees are involved in volunteering such as mentoring or pro bono work

Working in partnership can be of mutual benefit: companies bring their core business skills, including financial or logistical expertise, and access to supply chains and high-level contacts; charities can provide their own professional skills and a real knowledge of what is needed on the ground and what approaches will be most effective. We know that companies continue to set up corporate charities through which to channel their community/charitable contributions as this is an efficient way to show their commitment to the voluntary sector.

The companies in this guide

In previous editions of this guide, cash donations have been the primary, albeit not the only, 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, we have 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 2018) to the list of companies already on our database for which we hold historical information 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. Over many years of research we have noticed that the banking and finance sector and legal firms tend to have well-defined CSR programmes so we looked at other businesses in those

areas to see if there were companies that had not been included in our research before.

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 fundraisers. Our guiding research question was – what is the company doing for charitable causes in the UK? We did not include companies whose CSR is geared mainly towards environmental sustainability or 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 or volunteering is the sole source of community contributions since the recipients of funds such as these are nearly always predetermined.

Football clubs

This edition contains information about the community activities of 14 Premier League Football Clubs that met our criteria for inclusion. Football clubs were included for the first time in the previous edition of this guide and the decision to include them was based on a number of factors.

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. Given DSC's extensive data on the charitable and community giving in other corporate sectors it seems appropriate 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 2015 it was announced that Sky and BT Sport 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 continued a general trend of increasingly lucrative TV deals since the Premier League's formation in 1992. As part of the deal, the Premier League agreed to use a proportion of the money in a socially responsible way. By setting out the community initiatives of Premier League football clubs, our intention was to monitor the impact that this influx of money has had on the clubs' community programmes during this period.

Since the publication of the previous guide, several clubs have been promoted to and relegated from the Premier League. Furthermore, since the last guide was written, the Premier League has successfully negotiated a new and even more lucrative TV deal with broadcasters (Premier League, 2018). At this stage, it remains too early to draw any definitive conclusions about the long-term impact of the revenue generated by the 2016/17 TV deal or the most recent deal. However, over the next few years we will continue to monitor any changes to the nature and scope of the community activities of Premier League clubs as further funds are made available.

Accreditation schemes and membership bodies

As in previous editions, during our research for this guide we recorded which companies are members of CSR membership bodies, specifically Business in the Community (BITC) and the London Benchmarking Group (LBG). We include this information to demonstrate that there are large organisations encouraging transparency and openness in order to assist voluntary sector and community organisations looking for corporate support.

Within the guide there were 62 companies signed up to the membership of LBG representing a 1.5% decrease since the last edition; however, we cannot say how many of these are truly compliant with the LBG reporting standard. For more information on LBG, see page 294.

Our research found that there are 120 (compared with 157 in the last edition) companies within our sample that hold the membership of BITC, with 12 (compared with 19 in the last edition) achieving the CommunityMark status. For more information, see page 294.

New to this edition is information on whether the company has been recognised by Stonewall or has been accredited by the Living Wage Foundation. We have also collected information on whether the company is a member of the Business Disability Forum.

We have also included information on the FTSE4Good index which is one of a range of ethical investment indices launched in 2001 by the FTSE Group. The indices are designed to measure the performance of companies demonstrating strong Environmental, Social and Governance (ESG) practices. We have included this as many charities are moving towards or already have ethical investment policies. However, some companies included may not meet the ethical standards or expectations of your own organisation and we would advise that you conduct your own research before relying on external benchmarking or accreditation bodies.

There are numerous accreditation schemes and membership bodies that companies can join and we hope to keep expanding our information so that in the future we can build a complete picture of a company's CSR strategy.

The corporate charities section

The corporate charities chapter focuses on grant-making charities associated with the companies in this guide. The 128 charities listed have an association, either historically or currently, with a company and each record includes full details of the charity, its purposes and contact details. Information is provided on how much the charities donate, to which organisations they give and the areas in which they focus their giving.

To be deemed a corporate charity in line with DSC's criteria and consequently to have a place in this guide,

these charities should also receive all, or a substantial amount of their income from a connected company through an annual donation from the company's profits. We made our criteria more stringent for this edition as previously we included several charities that had received historic investments from a company or the founder of a company, but with which the company does not appear to have a current relationship. As the focus of the book is on current levels of company giving we chose to exclude them from our sample. Similarly as we look at how companies can support charities in the UK, we excluded corporate charities that mainly work overseas.

We have only included corporate charities that are linked to the companies in the main section of this guide; furthermore, we have focused solely on those that make grants to organisations. Some companies have corporate charities which do not make grants, instead delivering their own activities directly or offering support in other forms. Where applicable, these are detailed in the main section of the guide under the relevant company.

As well as the traditional method of receiving donations directly from the yearly profits of the company, corporate charities can also receive income from other sources, for example from staff/customer fundraising. All income streams contribute towards grant-making unless they have a predetermined restriction which prevents this. Many corporate charities also receive in-kind support from the company, such as staff time and expertise, and facilities and office space on the premises of the company.

Corporate charities can be an excellent vehicle for corporate giving. They:

- ▶ Provide a professional, structured and effective channel for charitable donations with trustees acting in the best interest of the charity (and not the company)
- ▶ Often employ skilled, motivated staff
- ▶ Apply the Charities SORP, which provides openness and transparency often lacking in companies' reporting
- ▶ Are often a way for companies to focus their charitable giving while demonstrating long-term support for their communities through the voluntary sector

Corporate organisations can contribute to the communities in which they operate through the charity's activities while also seeing an indirect benefit to their business. For example, a finance company might want to fund debt advice agencies and can do so through its corporate charity, provided this falls within the charity's objects.

Most corporate charities form part of a company's wider CSR programme and often focus on the same causes. Some are used as a vehicle to deliver other aspects of the company's CSR activities – for example, providing matched funding for employee-led fundraising initiatives or supporting a nominated Charity of the Year. In some cases there may be multiple corporate charities associated with one company, each delivering different aspects of the company's community involvement.

The ways in which corporate charities offer support may vary as much as their relationship with the company. In this edition there are corporate charities listed that give

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nationally and internationally as well as those that give only in the areas in which the company or their parent company has a local presence. Some charities focusing on local communities might also offer in-kind support, such as employee volunteering, to complement a financial grant. Application procedures can vary too; some may favour charities or causes with which employees of the company are already involved or may allow customers to nominate charities for support. Others may welcome applications from any charity working in a particular area or for any cause. As when applying to any grant-maker, we advise that you consider the eligibility criteria and exclusions of each funder carefully, and tailor your approach appropriately.

The corporate charities section of this guide is a valuable component of DSC's examination of UK companies' charitable giving. It is a traditional and straightforward way of giving but, nevertheless, an important and worthwhile avenue for charities to consider when searching for funding. These grant-makers have the advantage of being familiar to fundraisers who will understand their protocols and processes.

Conclusion

At this point in previous editions we would normally comment on whether the companies listed in this guide have given more or less than in our last edition, providing a narrative on any change in the companies' funding landscape. In light of decreasing transparency in company reporting we are no longer able to make a meaningful comparison of purely financial contributions by corporates. However, what we have seen during our research for this edition of the guide is how companies' charitable cash donations are only one part of the multi-faceted approach companies now take to their corporate social responsibilities. While declaring cash donations can provide a categorical and measurable way to evaluate companies' input, they are not necessarily the best way to measure impact.

Over the course of our research, we have seen the direct benefits of non-cash contributions, particularly of pro bono time and skills, gifts in kind, and unique and productive charity partnerships. In many ways, this sort of involvement demonstrates a commitment that a straightforward signing of a cheque does not. What is apparent is that many companies in this guide appear to be increasingly willing to facilitate and support their employees' community involvement – whether this is in the form of a volunteering policy, a payroll giving scheme, or by matching funds or time. Furthermore, it is particularly encouraging that there are a high number of companies willing to work in partnership with charities. The success of many of the charity partnerships we looked at in this guide is testament to the unique creativity and innovation that can be produced when two very different sectors come together to exchange their professional knowledge and values.

Good communication between charities and companies is mutually beneficial. It means that companies can find like-

minded organisations to work with to fulfil their CSR objectives, and that charities can access valuable support. Some very simple information, published on a company's website, can make a big difference. Does the company make donations to charities or provide in-kind support? Who is the best person to contact about the company's community contributions? It is equally helpful if companies state clearly that they do not support unsolicited requests from charities – this prevents charities using valuable time and resources on an ineligible application and avoids the company having to field queries from ineligible applicants.

As always, however, there remains a long way to go for companies in terms of transparency in their CSR reporting and in publicising their social responsibility policies. DSC campaigns to achieve better funding relationships between charities and their funders. We want to develop good funding practice among those organisations which give to charities and other voluntary organisations. We use research to develop recommendations and practical tools for funders and fundraisers to positively change behaviour and practice. DSC calls on companies to give more, for more companies to give, and for more companies to be more transparent givers.

Some companies continue to use their marketing expertise to promulgate an image of their community involvement that is not a truthful depiction of what they actually do. Our research frequently flies in the face of the headline-grabbing spin that companies give billions of pounds to charities each year.

The aim of this guide is to provide the knowledge necessary to obtain corporate support through the provision of profile information on individual companies, identifying the kind of support available and how to access it effectively. We hope that this guide will continue to be an invaluable and comprehensive source of information for all of those with an interest in corporate giving in the UK.

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Premier League (2015), 'League awards UK live broadcast rights for 2016/17 to 2018/19' [news release], available on www.premierleague.com/news/60495, dated 10 February 2015

Premier League (2018), 'Sales of UK and Ireland live TV rights decided' [news release], available on <https://www.premierleague.com/news/708008>, dated 7 June 2018

Acknowledgements

We would like to thank all the companies that have helped to compile this guide: both those which we have contacted directly and those which have made their annual reports and accounts and/or their websites informative and accessible.

How to use this guide

Types of company

A company may be: a public limited company (designated plc), normally a company with shares quoted on the stock exchange; a privately owned company; or a subsidiary company. If it is a subsidiary it may have retained its own identity for charitable donations and we would include a record in this guide. Other subsidiaries included are UK-based subsidiaries of an overseas-based company.

Where a company has been recently acquired it may not yet have decided whether it will continue to manage its own charitable donations budget.

Through acquisitions and mergers, companies may now be owned by a holding company, a conglomerate, or a transnational company. You may have to do your own research to link local companies and plants with the head office that may have ultimate control over their donations. The company's annual report, usually available free online or on request, lists subsidiary and associate (less than 50% owned) companies and reports on the activity of the company during the year.

Interpreting charitable giving information

Where information was available – either from an annual report and accounts, a CSR report or from a website – we have included a figure for total UK community contributions. This includes cash donations as well as the value of employee time and skills and gifts in kind, given in the UK. Where a separate figure for cash donations was available – albeit for the minority of companies in this guide – we have specified it.

A company's present level of donations does not necessarily indicate future commitments. Sending an appeal to comparatively less generous companies may actually persuade them to increase their donations. Certainly if they never receive appeals there will be no outside pressure on them to change their policy, although, in general, if a company is only giving a little your chances of success are reduced.

Normally, a co-ordinated corporate donor will budget a certain sum for its charitable contributions and stick to this amount. Some allocate their entire budget at an annual meeting; others spread contributions throughout

the year. Some give to causes they wish to support until the budget is used up and then stop; others continue to give even after the budget is spent if an appeal takes their fancy. If companies reply to your appeal, many will write and say that their budget is fully committed.

The year end is important in that if you get your appeal in soon afterwards, the company may not have spent its charitable budget for the coming year. However, if a company allocates its budget evenly throughout the year and receives a flood of applications at the start of its new financial year, some, which would have been supported later in the year, now miss out. There is no fail-safe answer to this problem. Nevertheless, your chances of success are usually improved by sending the application earlier rather than later in the company's financial year.

Record layout

The layout used for the records in this guide is described in the breakdown of the fictional company record, Fictitious Productions plc, on page xii. We hope that this example will help users in accessing the information they require on the various types of support that each company offers.

Caution – please note

We are told that companies continue to receive many unsolicited or inappropriate appeals for support. While many bring this upon themselves due to a lack of clear guidelines for potential applicants, this should not be seen as an excuse to conduct blanket mailings. It is vitally important for success to do your research thoroughly and only apply to those companies which are likely to consider your application or request.

Before approaching any company in this guide, its record should be read carefully. As we have stated previously, unless there is some clear link with a company, or your project is clearly within its defined areas of support, you are unlikely to be successful.

We also recommend that you read the guidance on corporate fundraising provided by the Institute of Fundraising on its website. This gives a good overview of the issues involved in undertaking a relationship with a company and is available at: www.institute-of-fundraising.org.uk.

Fictional company record

Below is a typical company record, 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.

This section provides a summary of the charitable causes that the company is likely to support.

Company registration numbers are taken from Companies House. In the case of a financial institution, such as a building society, FSA numbers are used.

Some companies in the guide have dedicated 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 to send requests; whether this is the company’s head office, the office where the CSR department is located, or the company’s corporate charity.

The main area of the company’s activity.

These figures give an indication of the scale of the company’s giving relative to its size (figures in brackets denote a loss). Some figures have been converted into GBP.


This section provides information about the company’s area of operation and the location of its offices.

This section highlights any relevant memberships or accreditations held by the company. Descriptions of these are provided on p. 294.

The ‘community involvement’ section provides an overview of the companies community strategy and activities.

Here we provide a summary of the types of in-kind support offered by the company. Examples of in-kind support might include the distribution of used stock, free access to company facilities or pro bono work.

Fictitious Productions plc

 Social welfare, education, economic development

Company registration number: 111666

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





Directors: Terence Story; Shelley Yarn; Luther Tale (female 33%; male 67%).




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

Year end	31/12/2017
Turnover	£837,300,000
Pre-tax profit	£292,000,000

Total employees: 7,689

Main locations: Bristol (head office), Grimsby, Liverpool, Perth.

Community involvement

Much of the companies charitable contributions are channelled through its corporate charity the Fictitious Productions Foundation, which provides cash donations to a wide range of local and national charities. The company also provides in-kind donations to charities local to its offices in Bristol, Grimsby, Liverpool and Perth. The company also allows its employees to undertake secondments to local economic development initiatives and social enterprises.

In-kind support

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

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.

The ‘employee-led support’ section provides details of any charitable activities undertaken by company employees. Such activities may include donations made through payroll giving schemes, fundraising or volunteering.

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.

Here we provide details of any of the company’s charitable activities, which have a commercial focus. Such activities may include, sponsorship of local sports or cultural events, or the sale of ‘charity products’.

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.

The ‘exclusions’ section lists any causes or types of grants that the company will not consider funding.

Applications

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

This section provides details of how and when to submit an application.

Corporate charity

Fictitious Productions Foundation (Charity Commission no. 123456) – see page 229.

Here we list the names and charity numbers of any of the companies associated corporate charities, details of which can be found in the corporate charities section of the book (pp. 229–291).

Community contributions

Cash donations UK	420,000
In-kind support UK	£155,000
Total contributions (cash and in kind)	£575,000

The company’s community contributions totalled £575,000 in 2017. This included charitable donations totalling £420,000.

Here we provide a summary of the company’s charitable contributions, including (where available) the value of their cash and in-kind donations in the UK and overseas.

And finally . . .

If you have any comments about the guide please get in touch with us at the Research Department, DSC, Suite 103, 1 Old Hall Street, Liverpool L3 9HG; email: research@dsc.org.uk.

Companies in alphabetical order

3i Group plc

Children and young people, education, older people, poverty and social exclusion

Company registration number: 1142830

Correspondent: Kathryn van der Kroft, Communications Director, 16 Palace Street, London SW1E 5JD (tel: 020 7975 3021; email: Kathryn.VanDerKroft@3i.com; website: www.3i.com)

Directors: Caroline Banzky; David Hutchison; Jonathan Asquith; Julia Wilson; Peter Grosch; Simon Borrows; Simon Thompson; Stephen Daintith (female 25%; male 75%).

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 the USA.

Year end	31/03/2018
Turnover	£1,425,000,000
Pre-tax profit	£1,488,000,000

Total employees: 243

Main locations: The group's UK head office is based in London but it also has offices in Amsterdam, Frankfurt, Luxembourg, Madrid, Mumbai, New York, Paris and Singapore.



Community involvement

The group focuses its charitable activities on disadvantaged people, young people, older people and education. There is a preference for supporting both national charities and those local to the London office. It has a partnership with the following charities: Community Links, Contact the Elderly, Historic Royal Palaces, National Youth Orchestra, Snowdon Trust and The Passage. The

group makes regular contributions to each charity, usually to support a particular activity or programme.

In-kind support

3i has a policy of matching the amount raised by UK staff through sponsorship by family and friends of their fundraising efforts for registered charities. 3i contributed £30,000 in matched donations in 2017/18.

Employee-led support

Staff contribute via the Give As You Earn scheme in the UK, administered by the Charities Aid Foundation. 3i matches employee donations through this scheme which totalled £50,000 in 2017/18.

3i's London-based employees have been contributing to the Community Links Christmas Toy Appeal for a number of years and donated in excess of 100 presents to the charity's 2017 appeal, which resulted in the collection of 18,000 presents in total for local children.

Applications

Contact the correspondent for further information.

Community contributions

■ Cash donations UK £340,000

According to the 2017/18 CSR report, charitable donations totalled £340,000, which includes £30,000 from matched funding.

Abellio ScotRail Ltd

Arts and culture, community development, the environment, health

Company registration number: SC450732

Correspondent: ScotRail in the Community, 5th Floor, Culzean Building, 36 Renfield Street, Glasgow G2 1LU (tel: 0344 811 0141; website: www.scotrail.co.uk/about-scotrail/scotrail-community)

Directors: Alan Pilbeam; Alexander Hynes; Angus Thom; David Lister; Dominic Booth; James Downey; Julian Edwards (female 0%; male 100%).

Nature of business: Abellio ScotRail is a passenger railway service operator in Scotland.

Year end	31/12/2017
Turnover	£668,914,000
Pre-tax profit	(£17,907,000)

UK employees: 4,874

Main locations: The company operates rail services across Scotland.



Community involvement

ScotRail supports community groups and charities through a number of grant programmes focused on biodiversity, regeneration, arts and culture, health and literacy and numeracy. The company also offers groups and individuals the opportunity to utilise and develop station facilities for the benefit of their local communities through its 'Adopt-a-station' scheme.

Station Community Regeneration Fund

The Stations Community Regeneration Fund enables business and community groups to transform redundant station rooms into facilities to benefit local communities.

Any projects that will aid communities or rail passengers will be considered. Grants typically range between £5,000 and £75,000. Bids may also be made for larger sums, but these will be dependent on in-depth feasibility studies.

Grants can be used to contribute towards the costs of any structural repairs and to assist with the costs of fitting out station premises for their intended use. Applications will be

assessed on whether they fit with the existing building, businesses and local area, how they meet a market or community demand, and the future benefits expected from the proposal.

The fund is jointly managed and administered by ScotRail and Transport Scotland.

ScotRail Foundation

The ScotRail Foundation aims to empower residents to make a positive difference in their local community by providing grants to community organisations. The foundation's grant programmes are administered by the Scotland Foundation. Recent examples of the foundation's grant programmes include The ScotRail Cultural and Arts Fund and the ScotRail Employee Charitable Giving Fund (see Employee-led section).

For information about the latest funding opportunities from the ScotRail Foundation, check the Scotland Foundation website at: www.foundationscotland.org.uk/programmes/scotrail.

'Adopt-a-station' scheme

The company's 'Adopt-a-station' scheme allows community groups and individuals to utilise and develop station facilities in order to transform the way that communities interact with their local station. According to the company's website, 'station adoption takes many forms including gardening and other tasks'. Charities and community groups are encouraged to participate in the scheme to help raise their profile or to 'showcase their services while promoting interaction with members of the travelling public'.

Participants in the scheme can claim back their expenses from the company and are rewarded with complimentary train tickets and passes. See the website for details.

Previously ScotRail offered participants the opportunity to apply for grants of between £100 and £5,000 to help deliver biodiversity projects. At the time of writing (November 2018), this fund was closed. See the website for updates.

Cycle Fund

Over a period of four years, £100,000 a year is being made available in order to help local councils and community organisations to deliver projects, which enhance cycling infrastructure and encourage as many people as possible to use bikes as an alternative form of everyday transport.

According to the website, the Cycle Fund will provide up to 50% of project costs, and can be used to support projects which:

- ▶ Improve directions and signs for cyclists to and from stations
- ▶ Upgrade connections between stations and other local services such as schools and town centres
- ▶ Improve marketing and promotion of cycling to stations including digital
- ▶ Introduce new facilities for customers accessing stations by bike

Employee-led support

The company matches employee fundraising up to £250 per application through its £10,000 Employee Charitable Giving Fund.

Applications

Station Community Regeneration Fund

Phase one application forms and guidance notes can be downloaded from the company's website at: www.scotrail.co.uk/about-scotrail/scotrail-community-stations-community-regeneration-fund For more information, email: SCRF@scotrail.co.uk.

Adopt-a-station scheme

Community groups interested in adopting a station can register their interest by emailing: adoptastation@scotrail.co.uk. Emails should include your name, contact details and the station you are interested in adopting.

Cycle Fund

For further information and to apply, contact cycling manager Kathryn Mackay at: cycle.fund@scotrail.co.uk.

Community contributions

■ Cash donations UK £14,500

According to its 2017 annual report, the company made charitable donations of £14,500.

Accenture UK Ltd

Education (particularly financial education), enterprise and training, equal opportunities, projects outside the UK

Company registration number: 4757301

Correspondent: Corporate Citizenship Team, 30 Fenchurch Street, London EC3M 3BD (tel: 020 7844 4000; email: corporatcitizenship@accenture.com; website: www.accenture.com)

Directors: Daniel Burton; Emma McGuigan; Oliver Benzecry; Patrick Rowe; Simon Whitehouse; Zahra Bahrololoumi (female 33%; male 67%).

Nature of business: Accenture provides management consulting, technology and outsourcing services, with more than 305,000 employees; offices and operations in more than 200 cities in 56 countries. Accenture (UK) Ltd is a wholly owned subsidiary of the Accenture group and the main trading

entity for Accenture in the United Kingdom.

Year end	31/08/2017
Turnover	£2,644,000,000
Pre-tax profit	£195,000,000

Total employees: 442,000

Main locations: Accenture has offices in Belfast, Edinburgh, Dublin, London, Manchester and Newcastle. The company has a global presence with offices in over 120 countries.



Community involvement

In the UK, the company's corporate citizenship programme, 'Skills to Succeed', focuses on environmental and social sustainability issues, with a particular emphasis on helping young people gain employability and entrepreneurial skills. The programme focuses on young people aged 18–24 who are not in education, employment or training and provides them with support to build skills and obtain work.

Partnerships

Accenture works with multiple partners to deliver the programme. Globally, Accenture want to reach three million people with the programme by 2020. The company has the following strategic partners:

- ▶ Bright Ideas Trust
- ▶ Business in the Community
- ▶ Cherie Blair Foundation for Women
- ▶ DePaul
- ▶ East London Business Alliance
- ▶ Fashion Retail Academy
- ▶ Global Action Plan
- ▶ OnSide
- ▶ The Prince's Trust
- ▶ Tomorrow's People

Accenture develops and sponsors programmes with its charity partners, as well as providing its own programme of apprenticeships. The company supports its corporate citizenship programme through cash donations and pro bono work. Employees are encouraged to fundraise and volunteer and in 2017 Accenture released a report – *A 2020 Vision for Employer-Supported Volunteering* – which demonstrated the positive impact that employee volunteering can have on both the business and the wider community.

In-kind support

Employees are given three days paid leave a year for volunteering. In 2016/17 employees contributed more than 726,000 hours to global Accenture-

sponsored corporate citizenship activities during work hours, including pro bono consulting projects.

Employee-led support

Employees are encouraged to volunteer and fundraise for community organisations, charities and voluntary groups. In 2016/17 the company's employees contributed more than 185,000 hours of their own time through Accenture-facilitated volunteer events.

Applications

Contact the correspondent for further information.

Community contributions

■ Cash donations UK £1,000,000

In 2016/17 Accenture (UK) Ltd made charitable donations totalling over £1 million.

Addleshaw Goddard LLP

Children and young people, community development, education, poverty and social exclusion

Company registration number: OC318149

Correspondent: Claire Cunningham, CSR Manger, Milton Gate, 60 Chiswell Street, London EC1Y 4AG (tel: 020 7606 8855; email: Claire.Cunningham@addleshawgoddard.com; website: www.addleshawgoddard.com)

Directors: Adrian Collins; Charles Penney; John Joyce; Justine Delroy; Malcolm McPherson; Michael Leftley; Michael Lowry; Paul Salisbury; William Wastie (female 11%; male 89%).

Nature of business: Addleshaw Goddard is an international business law firm.

Year end	30/04/2017
Turnover	£188,000,000
Pre-tax profit	£63,644,000

Main locations: In the UK the company has offices in Aberdeen, Edinburgh, Glasgow, London, Leeds and Manchester.

Community involvement

The company's CSR strategy is framed around its objective of 'Unlocking Young Potential'. Young people and communities are supported through the company's three CSR pillars:

- ▶ Access to education
- ▶ Access to the legal profession
- ▶ Access to work

As well as firm-wide programmes, there are local CSR leadership teams which oversee each office's efforts in the local community, such as pro bono work. Each office nominates and fundraises for its own Charity of the Year.

All of this is underpinned by a wider commitment and investment from the firm through the Addleshaw Goddard Charitable Trust (Charity Commission no. 286887), which was established in 2003 to support local charities and CSR-related projects.

Partnerships

The company has 18-month partnerships with charities that align with its objective of 'Unlocking Young Potential'. The four charities it will work with from July 2018 are Centrepoint – Soho, Changing Faces, NSPCC – Leeds and Street League. Employees choose which charities their local office will support and then campaign and fundraise for them.

In-kind support

Employees are able to undertake pro bono legal work.

Employee-led support

Employees have the opportunity to volunteer, campaign and fundraise for charities that meet the company's main CSR objective. The company matches employee's fundraising efforts; in 2016/17 matched funding totalled £29,500.

Applications

Contact the correspondent for further information.

Corporate charity

The Addleshaw Goddard Charitable Trust (Charity Commission no. 286887) – see page 230.

Community contributions

■ Cash donations UK £31,000

In 2016/17 the company donated £31,000 to its corporate trust. The trust awarded grants of £45,500 to charities and contributed £29,500 in matched funding.

Admiral Group plc

Children and young people, general charitable purposes, health and medical research, housing and homelessness, older people

Company registration number: 3849958

Correspondent: CSR Team, Ty Admiral, David Street, Cardiff CF10 2EH (tel: 0871 882 8282; website: www.admiralgroup.co.uk)

Directors: Andy Crossley; Annette Court; Colin Holmes; David Stevens; Geraint Jones; Jean Park; Justine Roberts; Manning Rountree; Owen Clarke (female 33%; male 67%).

Nature of business: The group sells and underwrites private car insurance in the UK.

Year end	31/12/2017
Turnover	£1,128,900,000
Pre-tax profit	£403,500,000

Main locations: In the UK the group's principal offices are located in Cardiff, Newport and Swansea. It also has offices in Europe, Canada and Asia.



Community involvement

The group supports communities where it has a presence through charitable donations, matched funding and sponsorship. Most of its CSR is directed through the Admiral Community Chest and the Ministry of Giving. The following information was taken from the group's 2017 CSR report.

Admiral Community Chest

Admiral Community Chest is a fund set up for charities and local organisations which employees and their families are involved with. Employees' fundraising endeavours are matched by the group from this community fund. During 2017, there were 280 successful applications for funding. This included 141 football and rugby teams, 22 schools and nurseries and a variety of other clubs, societies and charities. Examples of donations were given in the CSR report and included:

- ▶ Buying a generator for Labradors in Need to use at future fundraising events
- ▶ A £600 donation to Growing Space, a charity based in Tredegar park and gardens in Newport to build a compost bin
- ▶ A £950 [donation] to help fund ballet classes run by Flamingo Chicks at Ty Gwyn School in Ely for children with disabilities or additional needs
- ▶ Buddy benches for a local school. (Buddy benches are put in the playground and children sit on these if they are feeling lonely, and as a result other pupils will see this and offer to play with them)
- ▶ A set of underwater speakers for a synchronised swimming club

Ministry of Giving

In 2017 the group started a new initiative: the Ministry of Giving. Through the Ministry of Giving the group will be giving sizeable donations to a small number of charities in South Wales over two years, totalling £400,000. Funding will benefit the areas where the group is based (Cardiff, Swansea or Newport). Employees throughout the UK voted for the following to be supported during 2018:


- ▶ Brightening the lives of children with life-limiting illnesses
- ▶ Supporting cancer care facilities and charities


Corporate charities in alphabetical order

This edition of the guide provides a section containing information on 128 corporate charities (compared to 132 in the eleventh edition), all of which have a close association with the company to which they are linked. Typically, the corporate charities rely on their companies for a substantial part of their income.

Each entry provides an overview of charitable activities as well as details on grant-making such as the number of grants made, the total value of those grants, the beneficiaries and beneficial areas. This information can provide a useful starting point for any organisation considering applying to a corporate charity for funding.

Aberdeen Standard Investments Charitable Foundation

 Education, disadvantaged young people, social welfare, communities


 UK and overseas where the company has a presence

 £1.04 million (2016/17)

OSCR number: SC042597

Trustees: P. B. Aggett; A. A. Laing; H. Young; S. Walker; B. Hendry.

Correspondent: The Trustees, 10 Queen's Terrace, Aberdeen AB10 1YG (email: foundation.uk@aberdeen-asset.com)

 aboutus.aberdeen-asset.com/en/aboutus/responsible-business/aberdeen-charitable

Registered in 2011, this is the charitable foundation of Aberdeen Asset Management plc, a global investment management group, managing assets for both institutional and retail clients from some 37 offices in 25 countries. The foundation looks to work in partnership with smaller charities across the globe

and, since 2012, has supported more than 400 charities. It is explained on the foundation's webpage that it seeks to give funds where they 'can be seen to have a meaningful and measurable impact'. Employees of Aberdeen Asset Management are also encouraged to contribute their time and skills in support of the foundation's charitable projects.

The foundation's two core focuses – emerging markets and local communities – reflect the business' desire to give back to areas which are a key strategic focus and to build on its pattern of giving to communities in which its employees live and work.

The criteria for each focus are outlined on the foundation's website as follows:

Emerging Markets

Each year the Foundation will select an emerging market and focus its investment in that area. The emerging markets allocation will be focused on a small number of long-term partnerships (average duration of three years). All charities must meet the following criteria to be considered for an emerging market grant:

- ▶ UK registered
- ▶ Small to medium in size or, if a larger charity, must have an identifiable project that Aberdeen can support
- ▶ Clear focus on the promotion of education and providing wider opportunities for underprivileged young people

Local Communities

All charities applying for local community grants must meet the following criteria:

- ▶ Be a registered charity
- ▶ Clear connection to a community local to one of Aberdeen's offices
- ▶ The investment should be capable of having a clear and meaningful impact, for example: – Small charities where the contribution amount is significant relative to the charity's size – Larger charities with identifiable project opportunities that Aberdeen could put

its name to – Projects which include the opportunity for Aberdeen employee involvement through volunteering – Local organisations where Aberdeen can have a visible impact

- ▶ A governance structure in place to allow Aberdeen to monitor the impact of the investment

Financial information

In 2016/17 the foundation had assets of £1.16 million and an income of £7,200. Donations were made amounting to £1.04 million, of which £307,500 was awarded to 'emerging markets' projects and £731,500 awarded to local community support.

Beneficiaries included: ChildHope UK (£208,500); AbleChild Africa and Karen Hilltribes Trust (£146,000 each).

Exclusions

The foundation does not support political causes, parties or organisations or charities with a religious focus.

Applications

Application forms are available – along with full criteria and terms and conditions – from the company's website. Completed forms should be returned to the foundation by email (foundation.uk@aberdeen-asset.com), and be accompanied by a PDF copy of your latest annual review. Successful applicants will be notified within three months of their application being submitted. The foundation notes that, due to the volume of applications it receives, it cannot respond to all unsuccessful applicants. Recipients of grants will be required to complete an annual impact assessment form.

THE GUIDE TO

UK COMPANY GIVING

How can you maximise your chances of winning corporate support in the UK? You need to know which companies give, why they give, what their criteria are and how to ask in the right way.

Offering insight into 400 companies that collectively contribute around £400 million in UK cash donations and in-kind support, *The Guide to UK Company Giving* helps you to do just that.

The guide includes details on companies' giving strategies and advice on how to identify those companies most likely to support your organisation. It also contains a full description of each company's community activities and a separate section on 128 corporate grant-making charities.

Each entry includes an at-a-glance profile, outlining:

- 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
- Pro bono work
- Commercially led support, including sponsorship

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

'This book has been an invaluable starting point to help pinpoint prospects and refine our prospect list. It has helped to improve the quality of prospect research and significantly reduced the amount of time spent on it.'

Suzanne Smith, New Business Lead, London's Air Ambulance Charity

'We found this guide to be the most comprehensive source on how companies give, their level of engagement with charities and who they partner with. It's been a hugely useful resource for us to get a sense of the current landscape and spot opportunities for corporate partnerships.'

Stephen Lavery, Market Insight Manager, Macmillan Cancer Support

NEW to this edition

Over 100 new companies

Glossary of terms

Percentage of women to men
on board of directors

Company memberships and
accreditation status