

2021/22

THE GUIDE TO

UK COMPANY GIVING

13th edition

Ian Pembridge



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Foreword

There has never been a more important time to unite in helping others. Since the last edition of *The Guide to UK Company Giving* was published in 2019, more than 100,000 lives (at the time of writing) in the UK have been lost to COVID-19.¹ Countless more lives have changed: livelihoods have been ruined, businesses have been wiped out, jobs have been shed. But through it all, the human spirit has prevailed.

Communities have come together to help those in dire need: neighbours delivering shopping to those self-isolating, shoppers buying groceries for food banks, and who of us will ever forget the legacy of the 100-year-old Captain Tom Moore raising tens of millions for the NHS by walking 100 laps of his garden and earning himself a knighthood in the process?² Everyday heroes walk among us.

The consequences of social distancing, including the cancellation of mass fundraising events such as the London Marathon and the closure of charity shops, have brought the UK charity sector to its knees. It is estimated that the pandemic cost UK charities more than £10.1 billion in lost income between June 2020 and November 2020 alone.³ But the detailed research in this thirteenth edition of *The Guide to UK Company Giving* provides much hope for charities across the country and demonstrates the resilience of the UK business community.

Companies – many of them severely impacted by COVID-19 themselves – provided millions worth of support to good causes in response to the pandemic.⁴ The full scale of corporate support is likely to increase substantially once more annual and CSR reports are published in the coming months; however, the examples in this edition of the guide

offer a colourful preview of how companies adapt and tailor their support in times of need. As global chair of international diversity campaign the 30% Club, I am so proud to see our members featured in this guide's list of the ten largest corporate givers.

The 30% Club has been campaigning for more women to reach the boardrooms of the world's biggest companies since 2010. While we've been successful in seeing our targets of 30% female representation in boardrooms of FTSE 100 and FTSE 250 met, some of the findings from this edition of the guide highlight that there is still a long way to go.

Of course, we can celebrate the improvement in female representation on the boards of the companies included (from 23% to 27% across all boards). But 13% of the boards featured in this edition still had no female representation whatsoever – and only a 1% improvement on the previous edition.

Time and again, research has proved that the more diverse a company's board, the better its decision-making and the more profitable it is. To that end, I urge companies to consider diversity a key business objective – and one that will result not only in better performance but also greater corporate contributions to the UK charity sector, which so desperately needs their support. This guide is a great tool for companies to benchmark their progress in both diversity and community support as well as a valuable resource for charities looking to establish partnerships with corporate givers at this difficult time.

Ann Cairns, Global Chair of the 30% Club and Executive Vice-Chair of Mastercard

¹ 'Deaths in the United Kingdom' [web page], Department for Health and Social Care, 2021, <https://coronavirus.data.gov.uk/details/deaths>, accessed 3 February 2021.

² Captain Tom Moore raised a total of over £32 million, which is due to reach £39 million when Gift Aid is taken into account. See 'Captain Sir Tom Moore: UK must 'mark the memory' of NHS charity fundraiser' [web article], BBC, 4 February 2021, www.bbc.com/news/uk-england-beds-bucks-herts-55915390, accessed 5 February 2021.

³ 'Charities facing £10.1 billion funding gap over the next six months' [press release], Pro Bono Economics, 9 June 2020, www.probonoeconomics.com/news/pres-release-charities-facing-101-billion-funding-gap-over-the-next-six-months, accessed 3 February 2021.

⁴ See 'Companies' COVID-19 response' on page ix.

About the Directory of Social Change

At the Directory of Social Change (DSC), we believe that the world is made better by people coming together to serve their communities and each other. For us, an independent voluntary sector is at the heart of that social change and we exist to support charities, voluntary organisations and community groups in the work they do. Our role is to:

- ▶ **Provide practical information** on a range of topics from fundraising to project management in both our printed publications and e-books
- ▶ **Offer training** through public courses, events and in-house services
- ▶ **Research funders** and maintain a subscription database, *Funds Online*, with details on funding from grant-making charities, companies and government sources
- ▶ **Offer bespoke research** to voluntary sector organisations in order to evaluate projects, identify new opportunities and help make sense of existing data
- ▶ **Stimulate debate and campaign** on key issues that affect the voluntary sector, particularly to champion the concerns of smaller charities

We are a registered charity ourselves but we self-fund most of our work. We charge for services, but cross-subsidise those which charities particularly need and cannot easily afford.

Visit our website www.dsc.org.uk to see how we can help you to help others and have a look at www.fundsonline.org.uk to see how DSC could improve your fundraising. Alternatively, call our friendly team at **020 4526 5995** to chat about your needs or drop us a line at cs@dsc.org.uk.

Introduction

Welcome to the thirteenth 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 401 companies, which collectively gave around £483 million in community support, mostly in the financial years 2018/19, 2019 or 2019/20. The edition also includes full details of 162 associated corporate charities which together gave almost £260 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.

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

Each of the 401 company records provide essential information for accessing funding and other resources. In compiling this guide, DSC researchers reviewed thousands of pages of annual reports, accounts and corporate social responsibility reports as well as the companies' own websites, to provide the most comprehensive overview of the community-related activities of a particular business. Records presented in this guide focus on companies' contributions to local communities and wider society, which include both cash donations (where figures are available) and all forms of in-kind support from pro bono work to equipment. We also note commercially led but community-related initiatives, or other community-orientated contributions by companies.

The guide consists of individual company records and 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 and address 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 reduce their environmental impact. These programmes often come 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. However, this guide is written primarily for small and medium-sized charities working with beneficiaries in the UK so we focus on aspects of giving that will be of most use to them.

From our experience compiling this guide we know that companies often have similar interests to those of the charities they establish partnerships with. For example, a sportswear company may provide equipment to sports clubs, or a technology company may run computer programming workshops for schoolchildren. Through these collaborations companies can:

- ▶ Develop a reputation as being a good corporate citizen, which in turn can have several advantages including brand building, business development and employee recruitment
- ▶ Gain a deeper understanding of their customer base
- ▶ Benefit from 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 to both the company and the charities which it supports.

Companies can bring core business skills, including financial or logistical expertise, and access to supply chains and high-level contacts; likewise, charities can provide professional skills and practitioner-level knowledge of what is needed on the ground and what approaches would be most effective.

The companies in this guide

Since reforms were made to the Companies Act 2006 companies no longer have a legal obligation to declare charitable donations. 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.

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 away from cash donations, towards corporate community contributions has presented an opportunity to draw attention to other, sometimes very innovative, ways in which companies contribute to communities. In this regard, the value of corporate contributions cannot always be directly translated into monetary terms.

Methodology

Companies

As it is no longer possible to use cash donations as the main criterion for inclusion in the guide, we have now widened our criteria to include 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 do 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 whose employees' fundraising or volunteering is the sole source of community contributions since the recipients of funds such as these are nearly always predetermined.

DSC researchers examined the FTSE 350 (taken in October 2020) in comparison to our extensive database on which we hold historical information of charitable giving. Any FTSE 350 companies not featured in our database were assessed to determine whether they fit within our criteria for inclusion in the guide. To access each company's charitable giving, DSC's researchers review companies' annual reports, CSR reports and websites. In some cases, we may also have had direct contact with the company.

Corporate charities

All the corporate charities included in the guide are linked to the companies in the main section of company entries. Furthermore, we have focused solely on those that make grants to organisations. Some companies have corporate charities which do not make grants, instead delivering company-led activities directly or offering support in other forms. Where applicable, these are detailed in the main section under the relevant company.

To be deemed a corporate charity in line with DSC's criteria and consequently to have a place in this guide, these charities should have received a historical donation from a company or currently receive a substantial amount of income from a connected company through an annual donation from the company's profits.

Accreditation schemes and membership bodies

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

Within the guide there are 50 companies signed up to the LBG, representing a 19% decrease since the last edition. Our research found that there are 118 (compared with 120 in the last edition) companies within our sample that held BITC membership.

The accreditation listing on page 303 of the guide shows the memberships and accreditations of the companies in the guide. As well as BITC and LBG membership, the accreditations listing also includes the Armed Forces Covenant, FTSE4Good Index, Living Wage employers, Business Disability Forum Members and Stonewall employers.

The corporate charities section

The corporate charities section focuses on grant-making charities which are associated with companies featured in this guide. A total of 162 charities listed within have some 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 and causes, and to which geographical areas.

As well as the traditional method of receiving donations directly from the yearly profits of a company, corporate charities can also receive income from other sources, for example from employee/customer fundraising. All income streams contribute towards grant-making unless prevented by a predetermined restriction. Many corporate charities also receive in-kind support from the company, such as staff time and expertise, 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 Statement of Recommended Practice (SORP), which provides openness and transparency which can be lacking in companies' reporting
- Are often a way for companies to focus their charitable giving while demonstrating long-term support for the voluntary sector

Corporate organisations can contribute to the communities in which they operate through a charity's activities, while also seeing an indirect benefit to their business. For example, a finance company wishing to fund debt advice agencies can do so through its own 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. 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 nationally and internationally as well as those that give only in the areas in which the company or its parent company has a local presence. Some corporate 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 readers to consider the eligibility criteria and exclusions of each funder carefully, and tailor approaches appropriately.

The corporate charities section of this guide is a valuable component of DSC's research into 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 the protocols and processes.

The top ten givers in the guide

Data on UK community contributions was available for 235 of the 401 companies featured in this guide. In total, this accounts for £483 million in community contributions, and includes both cash donations and in-kind contributions (which includes donations of goods and employee time). Wherever possible, management costs are excluded from this total as they do not provide a direct

benefit to charities and there can be disparities in how they are calculated by companies.

The table below shows the ten largest corporate givers in terms of total UK contributions. The companies in the top ten account for almost £295.4 million (61.2%) of the £483 million UK contributions in this guide.

1	The Football Association Premier League Ltd	£76.8 million
2	Lloyds Banking Group	£50.8 million
3	Natwest Group plc	£34.8 million
4	Ecclesiastical Insurance Group plc	£32.5 million
5	Co-operative Group Ltd	£17.3 million
6	Scottish Power UK plc	£17.2 million
7	Marks and Spencer Group plc	£16.3 million
8	Vodafone Group plc	£15.4 million
9	Asda Stores Ltd	£15.0 million
10	Santander UK plc	£12.7 million

The Football Association Premier League Ltd which manages and sells the broadcasting rights to the Premier League is a conglomeration of 20 Premier League clubs, each of which has a share of the company with the Football Association acting as a special shareholder. Perhaps unsurprisingly most of the company's charitable donations went to football-related charities including large donations to the Football Foundation and to the charitable activities of the Professional Footballers' Association.

As with previous editions the top ten givers table is dominated by financial institutions, with four of the top ten (Lloyds Banking Group, Natwest Group Ltd, Santander UK plc and Ecclesiastical Insurance Group plc) giving a combined total of £130.8 million. The second most common business type was retailers, with three in the top ten (Marks and Spencer Group plc, Co-operative Group Ltd and Asda Stores Ltd) giving a combined total of £55.2 million.

Companies' COVID-19 response

The COVID-19 pandemic has had an undeniable impact on charities with some estimates putting the income lost by the UK charity sector between June 2020 and November 2020 at over £10.1 billion (Pro Bono Economics, 2020). However, it will of course be a number of years until we know the full impact on the sector. Many companies have adapted the support they provide to charities during the pandemic, despite facing challenges themselves. We therefore felt it was important to document the support companies have provided in this edition of the guide.

We found that 169 (42%) of the 401 companies in this guide provided COVID-19-related support in the UK

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between March and November 2020. Of those that provided COVID-19-related support, 102 companies (60%) had provided one or more types of financial support, and 96 companies (57%) had provided in-kind support. Based on the information gathered during this period, we estimate that the value of support both committed and given during that period by the companies featured in this guide was £280.9 million. This figure has not been included in the total company contributions of £483 million detailed in the guide. It is important to remember that many companies will have provided charitable support to charities which has not yet been reported in annual reports, and therefore a more complete picture will emerge as companies start to submit annual reports and CSR reports for this financial period.

Figure 1 shows the six categories we used to measure how COVID-19-related support was delivered by companies. In-kind support proved the most popular category with 96 charities providing this kind of support, followed by 'Grants to unaffiliated charities' (defined as ad hoc grants to charities previously unsupported by the company). A combined 31 companies featured in the guide distributed funding through grant programmes administered by themselves (19) or via an affiliated corporate charity (12). Examples of funding distributed through grant programmes include Barclays' £100 million COVID-19 Community Aid Package, Reckitt Benckiser's £40 million Fight for Access Fund, and Anglian Water's £1 million Positive Difference Fund.

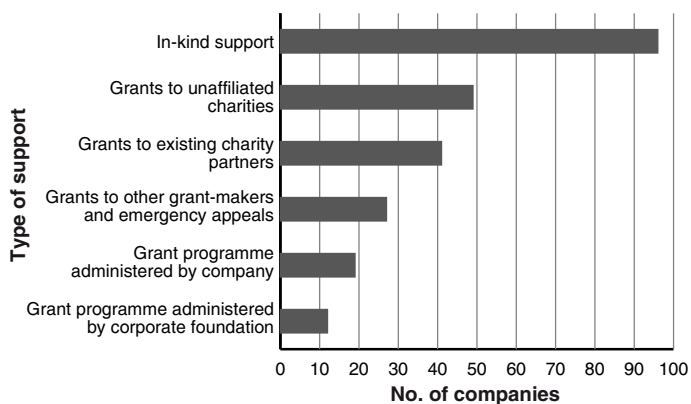


Figure 1: Types of charitable support provided by companies in response to the COVID-19 pandemic (March-November 2020)

*The total exceeds 100% due to some companies having provided multiple types of support

Recurring examples of in-kind support included: donations of personal protective equipment (PPE), groceries and household essentials to NHS staff, foodbanks and care homes; donations of technology and/or free access to online content for schools and charities tackling isolation; for instance, Dixons Carphone plc (2020) donated £99,000 worth of devices and SIM cards to Age UK's Silver Line helpline and directly to elderly isolated people. Additionally, certain companies have also made services, space, assets and staff available for COVID-19-related initiatives. For example, British Sugar plc, Dunelm and Cadbury repurposed production lines to produce and donate face masks and hand sanitiser, and St James's Place

plc allowed its employees with medical or military backgrounds to return to front-line work during the pandemic, with all employees being offered unlimited volunteering days.

Other notable types of support provided outside of the six categories shown in Figure 1 included matched funding for employee and customer fundraising, and personal donations from board members. For example, directors from Anglo American plc (2020), Barclays plc (2020), LondonMetric Property plc (2020), Thames Water Ltd (2020) and Schroders plc (2020) donated between 20% and 33% of their salaries for up to six months to good causes, meanwhile directors and executives from OneSavingsBank (2020) and Schroders plc (2020) donated all or part of their bonuses to COVID-19 responses. We also encountered salary sacrifices from employees; for example, employees at AJ Bell plc donated all or part of their wages between April and June 2020 to the company's Wage War on Covid Fund, operated by the AJ Bell Trust (AJ Bell, 2020).

At the time of writing (December 2020), many companies in this guide had not yet officially reported on their charitable responses to the pandemic. However, two excellent examples of reporting were found in the cases of global investment management company Schroders plc and energy provider SSE plc. In April 2020, Schroders (2020) released an impact report of its #CollectiveAction campaign, which saw £4.3 million raised by employees worldwide for 95 charities. The report details the themes and beneficiaries of the funds, including 17 UK-based charities which received a combined £1.4 million. Similarly, SSE made £1 million immediately available to communities during the pandemic through multiple sources of funding (SSE plc, 2020). We would encourage this transparency of reporting by companies in their future annual and CSR reports.

Our research shows that 42% of companies featured in this guide provided a form of support to charities in response to the pandemic. Those companies provided much needed financial and in-kind resources to charities facing the pressure of increased demand for services and the strain of decreased resources from loss of income. Despite navigating their own challenges, many companies showed admirable commitments to increasing or redirecting their charitable support, developing new campaigns and emergency funds, and/or demonstrating flexibility around existing grant and partnership arrangements.

Women on boards

In 2011 Lord Davies' Improving the Gender Balance on British Boards review (Davies, 2011) recommended that FTSE 100 companies should aim for a minimum of 25% female board representation by 2015, a target which was duly met. Following Lord Davies' review, the Hampton-Alexander review of 2016 showed that women accounted for 23% of positions on FTSE 350 boards (Hampton and Alexander 2016). This finding led to a government-backed target to secure a 33% representation of women on FTSE

350 Boards and Executive Committees by 2020. In early 2020, it was announced that this target had been reached in the FTSE 350 (Targets & Progress, 2020), but what is the story in the wider corporate landscape?

We were able to determine a gender ratio for 388 companies in the latest edition and our research shows a similar story of positive progress. In this edition, women accounted for 27% of positions held – 6% shy of the 33% target set by the Hampton-Alexander Review but an improvement from the previous edition, in which female representation stood at 23%.

Despite this, 13% of boards featured in this edition still had no female representation whatsoever – only a 1% improvement on the previous edition. The manufacturing sector had highest proportion of boards with no female representation at 22%. Of those boards that had one or two women, there were some rather top-heavy ratios, with the worst being 11:1 in favour of men. The Hampton-Alexander Review is critical of companies taking a tokenistic approach to tackling gender imbalances, with what it calls ‘One & Done Boards’. The 2018 Review (Hampton and Alexander, 2018) highlighted a total of 74 FTSE 350 companies with just one female board member for ‘dragging the overall progress downwards’, arguing that ‘one woman is little different to none’.

Just 10% of boards in this edition of The Guide to UK Company Giving had female representation of 50% or more. The best performing sector in this respect was retail with 22% of boards having female representation of 50% or more. Again, figures appear to be climbing in the right direction, (up 6% on the previous edition), and while positive steps are being taken, it is clear that most boards remain male-dominated. Furthermore, men continue to occupy more senior roles on boards than women, such as chair, chief financial officer and chief operations officer. The Pipeline’s ‘Women Count 2020’ report found that there were only five female CEOs in the FTSE 100 and less than 1% (13) of CEOs in the FTSE 350 were women (The Pipeline, 2020). The 2019 Hampton-Alexander Review (Hampton and Alexander, 2019) raised concerns about the lack of female CEOs and chairs, with trends typically showing ‘no signs of changing’. The review calls for greater insight into the appointment process for these senior most roles.

There is still a long way to go in the fight for gender equality. Interventions like the Davies Review and its successor, the Hampton-Alexander Review demonstrate that we are on the right track. The reviews remind us that the fight for gender parity starts by addressing inequalities in sectors where women have been historically marginalised. Chris Cummings (2019), Chief Executive of the Investment Association, said of diversity: “It’s not just nice to have. The research is clear: firms with diverse boards and management teams make better decisions, drive innovations and outperform their less diverse peers.” It is not just about ‘doing what’s right’ – it is in everyone’s best interests to create a more diverse workforce. Perhaps the realisation that diversity generates greater success will spur companies into action.

Conclusion

At this point in editions published prior to the changes to reporting cash donations 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, such comparisons of financial contributions by corporates are not reliable. However, charitable cash donations are only one part of the multi-faceted approach companies now take to corporate social responsibility. 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. Obtaining figures for a company’s giving is dependent on its commitment to transparency. It is often difficult to ascertain how much is given and in what manner, even for those companies that voluntarily release this information.

Over 200 companies are members of the London Benchmarking Group (LBG) and use its model to breakdown and track their community giving. The LBG model provides a comprehensive and consistent set of measures against which companies can determine their community contributions including cash, employee

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volunteering time, in-kind donations and management costs. The model also captures the outputs and longer-term impact of the company's community investment projects. A wider adoption of this or similar methodologies in the future would help to develop a more accurate picture of support from the sector.

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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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 one of the following: 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 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 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 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 an appeal, many will write and say that their budget is fully committed.

The year end is important in that if readers submit appeals 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, 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 xiv. 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 arguably 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 that readers thoroughly research prospective companies and only apply to those which are likely to consider an 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 the applicant's project is clearly within its defined areas of support, applicants 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. Applicants should submit requests in writing but may wish to ask the company or corporate charity 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.

The ‘community involvement’ section provides an overview of the company’s 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.

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.

Fictitious Productions plc

Social welfare, education, economic development

Company registration number: 111666
Correspondent: A. Grant, CSR Manager, 68 Nowhere Street, Anytown AN6 2LM (tel: 0151 000 0000; 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	31/12/2019
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 company’s 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.

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 grant that the company will not consider funding.

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

Applications

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

Corporate charity

Fictitious Productions Foundation (Charity Commission no. 123456) – see page 243.

Here we list the names and charity numbers of any of the company’s associated corporate charities, details of which can be found in the corporate charities section of the book (pp. 229–300).

Community contributions

Cash donations UK	£420,000
Total contributions UK	£575,000

The company’s community contributions totalled £575,000 in 2019. This included cash donations totalling £420,000.

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

COVID-19 emergency response

The company made donations of PPE to local charities and provided additional funding to its charity partners.

Here we provide information on the charitable support provided by the company in response to the COVID-19 pandemic.

And finally . . .

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

Companies in alphabetical order

3i Group plc

Older people, children and young people, education, older people, social welfare

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: Simon Thompson; Simon Borrows; Julia Wilson; Jonathan Asquith; Caroline Banzsky; Peter Grosch; Stephen Daintith; David Hutchinson; Coline McConville; Alexandra Schaapveld (female: 40%; male: 60%).

Nature of business: 3i is an investment company with three complementary businesses; private equity, infrastructure and debt management.

Year end	31/03/2019
Turnover	£1,252,000,000
Pre-tax profit	£1,230,000,000

UK employees: 240

Main locations: The group's UK head office is based in London and it 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 partnerships with several charities including: Historic Royal Palaces, Community Links, The Passage, National Youth Orchestra of Great Britain, Snowdon Trust, Re-engage, Royal British Legion Industries, Independent Age, Bridges Fund Management, Career Ready and the Church Homeless Trust.

Employee-led support

Staff contribute via the Give As You Earn scheme in the UK, administered by the Charities Aid Foundation.

Applications

Contact the correspondent for further information.

Community contributions

■ Cash donations UK £550,000

In 2018/19 the group's cash donations totalled £550,000. This figure includes £55,000 in matched employees GAYE donations and £46,000 in matched funding.

COVID-19 emergency response

The group's Sustainability Report 2020 states:

We have increased our charity budget by approximately 35% for FY2021 to respond to the additional demands on the charities that we support arising as a result of the pandemic. Most of the charities that we support have played a key role in protecting a range of different vulnerable groups from the worst impacts of the pandemic and of living under lockdown. The increase in the charity budget has also been used to fund COVID-19 focused donations to local charities chosen by our overseas offices.

The group also encouraged staff to volunteer with charities helping vulnerable groups and matched employee donations during April.

Many of the group's portfolio companies have been making in-kind donations. For example ASSEAL plc donated 2,000 visors to its local hospital and provided pro bono advice to a group of hospitals sourcing PPE.

Abellio Scotrail Ltd

Community services and development, education and training, the environment, health

Company registration number: SC450732

Correspondent: ScotRail in the Community, 5th Floor, Culzean Building, 36 Renfield Street, Glasgow G2 1LU (email: community@scotrail.co.uk; website: <https://www.scotrail.co.uk/about-scotrail/scotrail-community>)

Directors: Dominic Booth; Alexander Hynes; David Kaye; David Lister; Alan Pilbeam; Alexander White; Paul Wright (male: 100%).

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

Year end	31/03/2019
Turnover	£989,628,000
Pre-tax profit	(£11,041,000)

Main locations: The company operates rail services across Scotland.

Community involvement

ScotRail's charitable support is focused on five main areas which are health and wellbeing, education, sustainable cities and communities, life on land and celebrate rail.

ScotRail Employee Charitable Giving Fund (not a registered charity)

The company contributes towards employee fundraising efforts for the causes that matter to them by matching their fundraising up to £250. Funding is available to charities supporting mental health, education, the environment, biodiversity and railways. The fund is open to permanent Abellio ScotRail employees.

Charity partner

ScotRail's charity partner until 2022 is MND Scotland. The company's staff

Corporate charities in alphabetical order

This edition of the guide provides a section containing information on 162 corporate charities (compared to 128 in the twelfth 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.

The Addleshaw Goddard Charitable Trust

General charitable purposes; education; legal education and the legal profession; social welfare

Greater London, Manchester, Leeds, Aberdeen, Glasgow and Edinburgh

£101,600 (2018/19)

CC number: 286887

Trustees: Bruce Lightbody; Louise Cliffe; Jonathan Cheney; Lisa Rodgers; Pervinder Kaur; Therese Ryan; Martin John Methven Bogie.

Correspondent: Bruce Lightbody, Trustee, Addleshaw Goddard LLP, 3 Sovereign Square, Sovereign Street, Leeds LS1 4ER (tel: 0113 209 2578; email: bruce.lightbody@addleshawgoddard.com)

Registered in 1983, this is the corporate charity of Addleshaw Goddard LLP, a law firm with offices in Leeds, London, Manchester, Aberdeen, Edinburgh, Glasgow and across the world.

The trust supports projects that are local to each of Addleshaw Goddard's offices.

The trust's objects state that support is given in the areas of education, in particular within the legal profession, health and social welfare. However, in practice it appears the trust will consider a wide range of causes. In the past, support has been given to hospices, animal sanctuaries, armed forces charities, learning partnerships and local clubs.

Beneficiaries

A list of beneficiaries was not available in the 2018/19 annual report and accounts.

Financial information

Year end	05/04/2019
Assets	£305,400
Income	£153,700
Grant total	£101,600

Applications

Apply in writing to the correspondent. According to the Addleshaw Goddard LLP website, the trust often supports charities that the company has partnered with. Applications guidelines for partnerships can be found on the website.

Sources of information

Accounts; annual report; annual CSR report; Charity Commission record; funder's website.

The Adnams Community Trust

Education; health; social welfare; the arts; recreation; the environment; buildings/community facilities

Within a 25-mile radius of St Edmund's Church, Southwold


£41,200 (2018/19)

CC number: 1000203


Trustees: Melvyn Horn; Simon Loftus; Andy Wood; Jonathan Adnams; Michael

Heald; Sarah Groves; Ann-Marie Cross; Alexandra Hemen; Joshua Adam Freeman.

Correspondent: Rebecca Abraham, Adnams Community Trust Administrator, Adnams plc, Sole Bay Brewery, East Green, Southwold, Suffolk IP18 6JW (tel: 01502 727200; email: communitytrust@adnams.co.uk)

 adnams.co.uk/about/the-adnams-community-trust

 facebook.com/Adnams

 @adnams

 @Adnams

The trust was founded in 1990 to mark the centenary of the Adnams brewing company and is funded mainly by the annual donation from the profits of Adnams plc. It supports a wide variety of organisations within a 25-mile radius of Southwold.

Applications from national charities which operate within a 25-mile area of Southwold may be considered if assurances can be given that the money will be used for a specific purpose within the area.

The trust prefers to make one-off grants for specific items which normally range from £100 to £2,500.

Areas of Work

According to the trust's website most grants are made in the following areas:

- Education
- Health and social welfare
- The arts
- Recreation
- Buildings/community facilities
- The environment/conservation

Beneficiaries

Wardens Trust (£2,300); Suffolk County Council's Adult and Community Service (£1,500); Wenhaston Village Hall

Glossary

Charity partners and/or Charity of the Year

Charity of the Year programmes support a single organisation typically for a period of a year; however this can be extended. The charity supported is generally chosen by employees. The company will make financial contributions and/or staff members will fundraise or volunteer for the charity. Long-term partnerships are on the rise and we are increasingly seeing more innovative partnerships between companies and charities that are often cause-related.

Community/social investment

These catch-all terms can comprise all types of assistance available: cash; in-kind gifts; employee and customer fundraising; volunteering time; commercially led initiatives; and management costs. Sometimes companies refer to this as 'community contributions'.

Corporate charity

Corporate charities are established by companies as separate legally constituted entities, registered and regulated by the Charity Commission. They may be funded by historic gifts of shares, by direct donations from the profits of the company, or by customer and employee fundraising.

Corporate Social Responsibility (CSR) or charity committee

A CSR or charity committee is a positive indicator of a company's commitment to its role in society beyond the environmental obligations it is required to meet under law. A committee can act as a vehicle for the continuing involvement of a

company's CSR strategy, as well as providing a point of contact for information on a company's CSR practices. Some companies' committees are made up of members of the board of directors, whereas others include employees.

Employee-led support

Employees are often a valuable asset to companies' CSR activities. Staff members lend their fundraising and volunteering efforts to a wide range of local, national and international causes. Fundraising activities can include anything from sponsored runs to employee lotteries, and volunteering can range from individually organised regular commitments to one-off team efforts.

Gifts in kind

Gifts in kind originally referred solely to goods, pieces of furniture or items of equipment (nearly always second-hand). Now, with CSR high on the agenda for many companies, corporates are increasingly offering staff time and skills as gifts in kind, which can be a very valuable asset for a charity and equally provide useful new skills and experience for staff development. The term is often used in relation to physical items alone without reference to professional or support services, and this can cause confusion.

Market-led giving

Market-led approaches to giving include: selling products whereby a percentage of sales is donated to charitable causes, sponsoring a team, event or organisation; or funding an initiative that will be of benefit to the company in the future, for example an engineering company funding a STEM initiative in a local university.

We include examples of any cause-related marketing initiatives that a company may have undertaken; however, we do not include this in the total community contributions figure for the year because the motivation and priority of such giving is the company's profits, not philanthropy.

Notably, many of the companies featured in this edition and specialising in retail, particularly supermarkets, have started to redistribute funds raised from the statutory single-use carrier bag charge to charities. This legislation came in force in England in October 2015 following similar legislation in Wales (2011), Northern Ireland (2013) and Scotland (2014).








Matched funding

Matched funding provides a way for companies to encourage and support employees' charitable fundraising efforts. Typically, companies will match funding up to a certain amount per employee per year. Some companies match funds on a pound-for-pound basis, whereas others match up to a certain percentage of funds raised.

Payroll giving

Payroll giving allows employees to make donations from their wages in a tax-efficient way. There are a number of schemes on offer, perhaps the best known being the Charities Aid Foundation's Give As You Earn (GAYE) scheme (www.cafonline.org/giving-as-a-company/engaging-employees/caf-give-as-you-earn). Most schemes work by taking a monthly donation from the salary of participating employees, although there are some which operate slightly differently. Pennies from Heaven

Company accreditations

	Business Disability Forum 	Living Wage employer 	Stonewall employer 	Armed Forces Covenant 	FTSE4Good 	London Benchmarking Group 	Business in the Community 
3i Group plc		●			●		
Abellio Scotrail Ltd							●
Accenture (UK) Ltd		●		●		●	●
Addleshaw Goddard LLP	●	●					
Admiral Group plc	●			●			
Adnams plc				●			
Aegon UK plc							●
Aggregate Industries UK Ltd				●			
Allen & Overy LLP		●	●				
Allianz Insurance plc				●			●
Alpkit Ltd		●					
Amey UK plc				●			●
Anglian Water	●			●		●	●
Anglo American plc				●	●		●
Arup Group Ltd		●		●			●
Asda Stores Ltd	●			●		●	●
Associated British Foods plc					●		●
Associated British Ports				●			
AstraZeneca plc		●			●	●	●
Aviva plc	●	●	●	●	●	●	●
BAE Systems plc	●			●		●	
Baillie Gifford & Co. Ltd	●						
Balfour Beatty plc	●			●			

Useful contacts

Business in the Community

Business in the Community (BITC) is a business-led membership organisation, which offers a combination of expert advice and specialist resources to help businesses with community activities.

137 Shepherdess Walk
London
N1 7RQ

Tel: 020 7566 8650
Email: info@bitc.org.uk
Web: www.bitc.org.uk

Business in the Community Scotland

Previously known as Scottish Business in the Community, the name changed after merging with Business in the Community. Contact details as above.

British Chambers of Commerce

The British Chambers of Commerce (BCC) is the national representative body of the UK's 52 Accredited Chambers of Commerce, which collectively represent over 75,000 businesses. Contact details for local Chambers of Commerce can be found on the website.

65 Petty France
London
SW1H 9EU

Tel: 020 7654 5800
Email: via the online contact form
Web: www.britishchambers.org.uk

Charity Chat

Charity Chat is a podcast that covers various issues affecting the sector and provides commentary on fundraising, learning and policy.

Email: via the online contact form
Web: www.charitychat.org.uk

Charity Commission

The Charity Commission is the government body responsible for the regulation of registered charities in England and Wales. It also maintains a Central Register of Charities.

PO Box 211
Bootle
L20 7YX

Tel: 0300 066 9197
Email: via the online contact form
Web: www.gov.uk/government/organisations/charity-commission

Charity Comms

CharityComms is the membership network for communications professionals working for UK charities.

2–6 Tenter Ground
Spitalfields
London
E1 7NH

Web: www.charitycomms.org.uk

Charity Finance Group (CFG)

CFG champions best practice in finance management in the voluntary sector, providing information and support including education and training for its members and the wider charity sector.

15–18 White Lion Street
London
N1 9PG

Tel: 0845 345 3192
Email: info@cfg.org.uk
Web: www.cfg.org.uk

Charity IT Association (CITA)

CITA provides free IT services and advice to help charities use technology more effectively.

39A Bartholomew Close
London
EC1A 7JN

Tel: 020 8148 6390
Email: contact@cita.org.uk
Web: www.charityithelp.org.uk

Charities Tax Group (CTG)

The CTG is a membership organisation that makes representations to government on charity taxation.

Church House
Great Smith Street
London
SW1P 3AZ

Tel: 020 7222 1265
Email: via the online contact form
Web: www.charitytaxgroup.org.uk

Charities Trust

Charities Trust is a donation management organisation. It provides a range of services to help charities raise money for good causes.

Suite 20–22
Century Building
Brunswick Business Park
Tower Street
Liverpool
L3 4BJ

Tel: 0151 286 5129
Email: info@charitiestrust.org
Web: www.charitiestrust.org.uk

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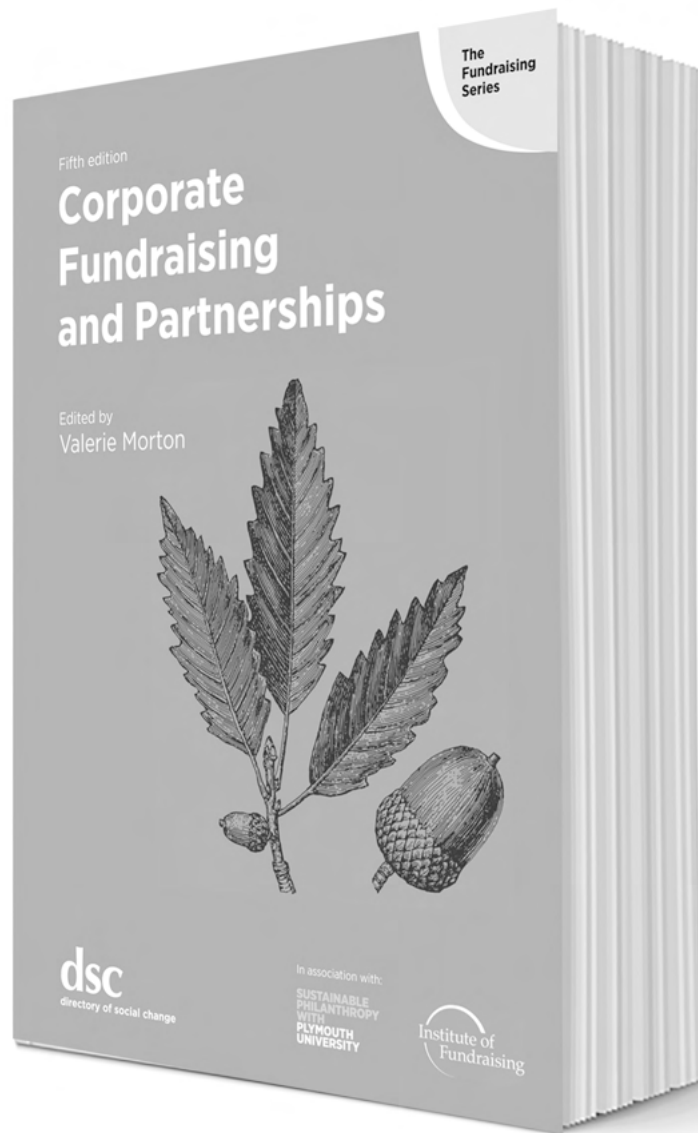
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The guide includes details on companies' giving strategies and advice on how to identify those companies most likely to support your organisation. It also contains a full description of each company's community activities and a separate section on more than 160 corporate grant-making charities which together give almost £260 million. 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

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Lucy Beattie-Cooper, Fundraising Manager, British Blind Sport

'This guide has proven an invaluable and time-saving resource. We use it both for our initial research on potential corporate partners and to form our final prospect pipeline.'

Samantha Collier, Corporate Partnerships Manager, Thames Valley Air Ambulance

