

Delivering our Families Matter strategy

2014 / 2015

SUPPORTING THE COMMUNITY



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WELCOME TO WARBURTONS COMMUNITY INVESTMENT REPORT



We are delighted to share with you all our community investment achievements from our last financial year (October 2014 – September 2015).

Last year was hugely successful for many reasons; we helped more families, charities and organisations in our local communities than ever before.

We continued to build on our Families Matter strategy to drive support to those who need it most in our local communities. We actively increased our support to ensure we reached the people and families that will really benefit from our help.

Since we launched our partnership with Cancer Research UK in February 2015 the support has continued to grow – with an overwhelming number of our people wholeheartedly getting behind the charity and fundraising in unique and wonderful ways.

These fantastic results could not be achieved without the hard work and dedication of our people who continue to go above and beyond to help others.

We are looking forward to the year ahead with lots of exciting plans already in place to ensure we help and support our local communities as much as possible.

Best Wishes,

Brett Warburton

Brett Warburton Executive Director

OUR STRATEGY

Our Community Investment Strategy, Families Matter, continues this year with our two key focuses for supporting societies – Challenges and Opportunities.



SUPPORTING OUR COMMUNITIES

A summary of our achievements in 2014/2015

(Please see a full breakdown of our statistical impact at the end of this report)



TOTAL FUNDRAISED
£51,221
...DONATED BY OUR EMPLOYEES TO CHARITIES OF THEIR CHOICE, THROUGH PAYROLL GIVING

£132,508.45
FUNDRAISED BY EMPLOYEES AND
£75,000
DONATED BY THE COMPANY TO



CANCER RESEARCH UK

TOTAL PRODUCT UNITS DONATED TO THE COMMUNITY:
287,229

TOTAL NUMBER OF PEOPLE SUPPORTED:
312,710

TOTAL NUMBER OF ORGANISATIONS:
1,127

WE HAVE SUPPORTED
376,868
PEOPLE
&
2,100
ORGANISATIONS



£36,010
FUNDRAISED
DONATED THROUGH MATCHED FUNDING TO SUPPORT OUR EMPLOYEE'S FUNDRAISING EFFORTS

£75,000
DONATED TO
ASDA *tickled pink* campaign



£312,954
DISTRIBUTED TO CHARITIES AND COMMUNITY GROUPS SUPPORTING
31,692
PEOPLE DIRECTLY



3,848
PEOPLE HAVE BENEFITED FROM
1,718
HOURS OF OUR EMPLOYEES SHARING THEIR SKILLS IN THE COMMUNITY


575
UNIQUE SCHOOLS VISITED



NATIONAL SCHOOL VISITOR PROGRAMME
SUPPORTING HEALTH AND NUTRITION EDUCATION IN PRIMARY SCHOOLS

28,618
CHILDREN SUPPORTED

100% OF SCHOOLS WOULD LIKE A REVISIT
100% OF SCHOOLS WOULD RECOMMEND A VISIT TO OTHER SCHOOLS
99.9% RATED THE OVERALL SESSION AS 'EXCELLENT' OR 'GOOD'




LONG-TERM SUPPORT FOR OUR LOCAL COMMUNITIES

As part of our Families Matter strategy, we are continuing to give long-term support to local community projects around our sites.

In 2015 our community champion teams chose **17 projects** to support – an investment of **£156,495** into the heart of our local communities.

The projects are making a huge difference and helping to tackle major issues such as unemployment, debt and health and wellbeing. We're really proud of the great work all the groups we support are doing. The projects address both our Families Matter pillars of Challenges and Opportunities, all addressing one of our themes. Here is a summary of all of the projects.

TUSCANY PARK

ORGANISATION: **Re'new**

PROJECT: Archway Young People and Families

The funding is allowing Re'new to provide essential services that reduce conflict within the home and improve family relations. They are able to support individual young people, parents and entire families in North East Leeds.

HOW MANY WILL BENEFIT ▶ **200**

FINANCIAL STABILITY

BURNLEY

ORGANISATION: Calico Homes **calico** homes

PROJECT: Creating a Centre: Building a Future

Our funding is enabling the creation of a much-needed community centre, which will provide valuable services to improve the health and wellbeing of people across the entire community.

HOW MANY WILL BENEFIT ▶ **750**

FINANCIAL STABILITY

ORGANISATION: Community Solutions North West **community solutions**

PROJECT: Family Connections

Our funding is being used to teach local families about the importance of healthy eating and lifestyle through physical activities and practical training such as growing vegetables.

HOW MANY WILL BENEFIT ▶ **50**

HEALTH

WEDNESBURY

ORGANISATION: Gingerbread Centre **The Gingerbread Centre** 'Supporting Homeless Families'

PROJECT: Gingerbread Centre

Our support allows low-income families at the Gingerbread Centre to develop their own recipe book of easy, nutritious and healthy meals. This is building their practical skills, as well as their confidence and self-esteem.

HOW MANY WILL BENEFIT ▶ **260**

ASPIRATION

ORGANISATION: The Vine Trust **VineTrust**

PROJECT: Ladder for the Black Country

With our support, The Vine Trust are able to work with unemployed young people, providing them with apprenticeship opportunities and encouraging local employers to offer work experience.

HOW MANY WILL BENEFIT ▶ **900**

EMPLOYABILITY AND SKILLS

BRISTOL

ORGANISATION: Environmental Vision (Envision) **envision**

PROJECT: Community Apprentice

With our support, Envision can now provide young people with a 10-month Apprentice-style skills training program which will develop their employability skills and boost self-confidence.

HOW MANY WILL BENEFIT ▶ **20**

EMPLOYABILITY AND SKILLS

ORGANISATION: Home-Start Bristol **Home Start Bristol**

PROJECT: A Better Start for Bristol's Children

With our support, Home-Start will be able to reach more vulnerable families in Bristol, offering them practical and emotional help to reduce stress and ensure children lead happier, healthier lifestyles.

HOW MANY WILL BENEFIT ▶ **55**

HEALTH



STOCKTON

ORGANISATION:

Know How North East



PROJECT:

Access to Opportunities

Our support is providing ICT equipment and a community facility allowing local people to access education and training courses, as well as employment support. Older generations are also being trained in the use of IT.

HOW MANY WILL BENEFIT ▶ **200**

EMPLOYABILITY AND SKILLS

BELLSHILL

ORGANISATION:

Rutherglen & Cambuslang Citizens Advice Bureau



PROJECT:

Families Financial Capabilities Project

Our support is providing local people in deprived areas with essential advice on money management including benefit reviews, debt management and budgeting.

HOW MANY WILL BENEFIT ▶ **150+**

FINANCIAL STABILITY

ORGANISATION:

Utheo Ltd



PROJECT:

Get (More) Involved

Our funding is training vital volunteers to run physical activity sessions, cooking classes and community activities for disadvantaged families.

HOW MANY WILL BENEFIT ▶ **80+**

HEALTH

NEWBURN

ORGANISATION:

Healthworks Newcastle



PROJECT:

From Our Garden to your Kitchen

Our support is providing cooking demonstrations and practical cooking courses for families living in the most deprived areas of Lemington, educating them about healthy cooking, budgeting, hygiene and meal planning.

HOW MANY WILL BENEFIT ▶ **250**

HEALTH

ORGANISATION:

Tyne Gateway Trust



PROJECT:

Future Finance Project

Our funding is helping local families who are struggling financially, providing parents with money management training sessions including practical advice on how to reduce debt.

HOW MANY WILL BENEFIT ▶ **200**

FINANCIAL STABILITY

BOLTON

ORGANISATION:

Bolton Young Persons Housing Scheme



PROJECT:

Young Persons Drop In

Our funding is supporting disadvantaged young people in Bolton, giving them access to social activities, counselling and learning opportunities which help them to become more independent and self-sufficient.

HOW MANY WILL BENEFIT ▶ **250**

ASPIRATION

ORGANISATION:

Heartlift Limited



PROJECT:

Family Lift

Our support is helping Heartlift to provide workshops for young people and their families to learn about healthy eating and managing money, as well as employability.

HOW MANY WILL BENEFIT ▶ **100**

ASPIRATION

ENFIELD

ORGANISATION:

Enfield Carers Centre



PROJECT:

Carers Benefits and Employment Advice Service

With our funding, Enfield Carers Centre can help families tackle the challenges of unemployment through advice and support sessions on benefits, essential money management and employment opportunities.

HOW MANY WILL BENEFIT ▶ **408**

FINANCIAL STABILITY

ORGANISATION:

Enfield Citizens Advice Bureau



PROJECT:

Money and Me

Our funding will allow Enfield CAB to recruit and train additional volunteers and expand its financial capabilities programme, providing more training sessions and personalised one to one support to local families struggling with debts.

HOW MANY WILL BENEFIT ▶ **600**

FINANCIAL STABILITY

EASTWOOD

ORGANISATION:

Valley CIDS



PROJECT:

Blend Youth Project

Our support is helping raise the aspirations of deprived young people, by providing work activities, support services and education projects, including opportunities to gain formal qualifications in areas such as cooking.

HOW MANY WILL BENEFIT ▶ **300**

ASPIRATION

OUR BUSINESS LED INVESTMENT IN COMMUNITIES

As a family business we understand the importance of supporting our local communities. Through our Families Matter strategy we are fully committed to tackling the key social issues that affect local people.



FINANCIAL GIVING

Our financial giving programme supports charitable projects, activities and organisations that will have a direct benefit to families in our local communities.

We ensure that we work with charities and organisations that have similar aims, objectives and values as our own Families Matter programme.

The financial support we can offer organisations comes in two ways, Community Grants and Project Grants. In the 2014-2015 financial year, we awarded **183 organisations** with **£45,635** through community grants and

34 projects with **£255,319** through project grants. As a result, the charities and organisations we work with are currently supporting over **38,700 people**.

Newhaven Young People's Forum supported by our Bristol Hub, demonstrates our community grant scheme well. The grant was given to the Newhaven youth club who used the funds to buy vital

kitchen equipment and organised for a chef to carry out a specialist workshop with the young people. The workshops enabled the youngsters to gain cooking and nutrition skills as well as business and life skills as they set up and ran as a basic café.



SCHOOL VISITORS

We are committed to supporting local schools with their health education programmes for young people.

In 2015 the programme racked up an impressive **575 unique school visits** across the UK, reaching **28,618 children**. Our School Visitor programme has been running for over **20 years** and aims to enrich food education for school children aged 5-11.

The programme was recognised by the Food and Drink Federation, who awarded our School Visitors programme with the Health and Wellbeing award.



"The delivery of the session was warm, friendly and informative. The children enjoyed it and learnt a lot about healthy eating/food safety/hygiene and food preparation."

Llanharan Primary School

BUSINESS LED COMMUNITY INVESTMENT

We have four key programmes through which the business invests financial support and the time of our people into our local communities.



FINANCIAL GIVING



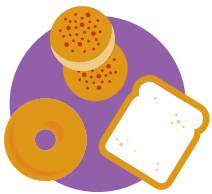
SCHOOL VISITORS



PRODUCT DONATIONS



SKILLS EXCHANGE



PRODUCT DONATIONS

We actively donate our products to support local communities, from giving regularly to breakfast clubs and food banks to individual donations that support charity activities or fundraising events.

This year we have supported **138 breakfast clubs**, donating **120,404 products** and **26 food banks** giving **66,824 products**.

A great example of this comes from our Eastwood bakery who have teamed up with their local food bank this year to donate 40 loaves every week to help those most in need.



SKILLS EXCHANGE

The aim of our skills exchange programme is to benefit the local community by giving our people the opportunity to share their skills.

This can be in many different ways, from tours around our bakeries to mentoring school children and helping with CV writing. Our people also benefit from the programme as they put their own skills into practice and in-turn learn new skills.

This year we have supported **1,718 hours** with **267 of our people volunteering** – which is a huge jump from last year.

The Hartburn Lodge project is a great example of our skills exchange programme. Some **27 volunteers** from our site in Stockton, over **16% of the whole team** worked tirelessly over **12 days**, totalling up a whopping **209 hours** of volunteering, to create a special garden for local children. The aim of the garden is to educate local children about home grown produce, nutrition and health. The excess food grown in the garden will be given to local food banks to support the wider local community.



OUR EMPLOYEE LED INVESTMENT IN COMMUNITIES

As a family business we understand that our people have the potential to make a real difference in their local communities. To support them, we have various programmes which help to enhance or encourage their positive contributions to society.



MATCHED FUNDING

Our matched funding scheme is available to all our people, allowing them to raise even more for their chosen charities.

We offer matched funding of up to **£250 per person** (or **£375 for CRUK**, our national charity partner), and make additional donations for teams of up to eight people.

The scheme has been embraced by our people – this year we've supported over **137 of our people** and given over **£36,000 through matched funding**.



Chris Lang, a sales team leader from Runcorn took part in the Prudential Ride London on Sunday 2 August 2015, cycling **100 miles** around London and Surrey. Chris raised over **£630 for Cystic Fibrosis Trust** and this total was boosted by **£250 matched funding**.



EMPLOYEE GRANTS

We know many of our people support local charities outside work and in recognition of this brilliant effort, we want to make sure they have the opportunity to access Community Grants on behalf of the deserving organisations they already support.

We are working hard to continue to increase awareness of this opportunity amongst our people.

We recently supported **Sean Dand**, senior customer business manager, and his brother Kevin who is the director of 5 Ways Boxing Academy in Burnley. The academy's main aim is to provide affordable exercise opportunities for youngsters and their families in local communities, to combat the lack of sporting and social activities in the area and improve overall health and wellbeing.



We donated **£250 to the academy** to help buy equipment that will engage young people in aspirational activity and allow them to run non-contact boxing sessions in the local community.

EMPLOYEE LED COMMUNITY INVESTMENT

We have four programmes through which we enhance and encourage our people to contribute positively into our local communities.



MATCHED FUNDING



EMPLOYEE GRANTS



PAYROLL GIVING



NATIONAL CHARITY



PAYROLL GIVING

Our payroll giving scheme has been in place for many years and 850 of our people have donated to a charity of their choice during the year.

In total, our people have donated over **£51,220** through the payroll giving scheme. Once again, we've achieved a platinum rating in the Payroll Giving Quality Mark, the highest that can be achieved.



NATIONAL CHARITY

We were proud to announce Cancer Research UK as our first national charity partner and our people's fundraising efforts have exceeded expectations – raising a huge **£132,508.45** for CRUK in our first year.

Our people have embraced CRUK and undertaken a range of activities and initiatives to raise much needed funds.

Our support helps CRUK carry out vital research to help beat cancer, something that sadly affects many of our people, both directly and indirectly.

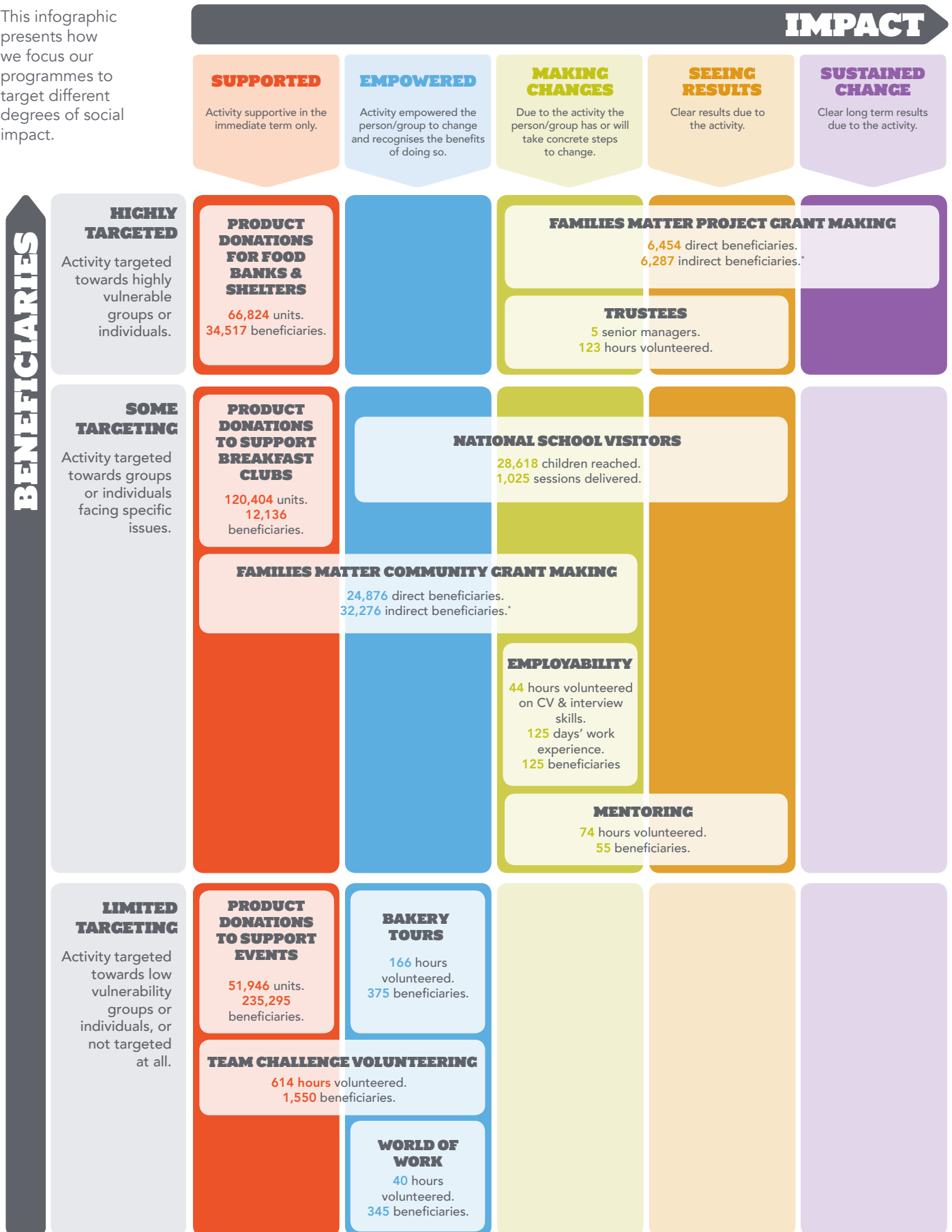


One of the great examples of fundraising for CRUK is the daring team from **Bellshill and Eurocentral** who climbed 132 feet up the Killiecrankie Bridge in Perthshire to take on a bungee challenge. **The 11 strong team raised over £3,300** and showed the bravery of our people when supporting CRUK.

THE IMPACTS WE ARE TARGETING

We have a large number of activities within Families Matter that have a wide range of impacts.

This infographic presents how we focus our programmes to target different degrees of social impact.



* Not included in total number of beneficiaries.

We (CAF) have seen the figures in the attached report that have been submitted by the Community Champion Teams, charities and other stakeholders to ensure that they are a fair representation of what has been achieved. As this is not an independent social audit, these figures have not been verified. However, we believe these figures to be a fair representation.

A WORD FROM NEIL



As a fifth generation family company, Warburtons believes in building a long term sustainable business. This principle has enabled us to grow from a single shop in Bolton into the UK's biggest food brand, and we continue to approach decisions today with future generations in mind.

Our family values are the drivers for how we behave, and it is because of those that we care not just about what we do, but how we do it. Our Families Matter programme demonstrates our deep-rooted family values and culture that we have instilled within our business and our community investment results are an important part of our overall success.

Our company is about more than making great quality products. The approach we take to being a responsible business means we never stop asking questions of ourselves, and we are committed to building on and evolving our Families Matters initiative and will continue to support local initiatives.

Looking forward into 2016, we are excited to see our national parkrun initiative in action. **We will donate £300,000 over 3 years to parkrun** with the goal of increasing our reach into wider communities with organised local runs to encourage young people and their families to get active.

We hope that this initiative along with the many others planned for this year, will have a positive impact on local communities.

Yours,

Neil Campbell Managing Director

CAF

Charities Aid Foundation

CAF has a long established history of advising and supporting thousands of businesses to engage and invest in their local communities.

We've been working with Warburtons to help embed their Families Matter strategy as part of the wider business. The social and economic impact of their actions has continued to increase.

We are continually impressed by the openness and willingness of Warburtons and the commitment of their people to work to improve and maximize their social impact on local communities.

Klara Kozlov
Head of Corporate Clients
CAF

BUSINESS IN THE COMMUNITY

Member companies like Warburtons, who share our commitment to building a more sustainable future, are at the heart of the work of Business in the Community.

Warburtons is making telling progress, demonstrating impact, clear understanding of the key social issues of the day and embedding this internally through strong employee engagement and awareness raising.

Through a focus on strong governance, strategic thinking on appropriate time and resource investment, Warburtons Families Matter programme demonstrates tangibly its determination to positively support society, in line with its family values.

Patrick O'Meara
Membership Director
BITC

**FAMILY.
AMBITION.
RESPONSIBILITY.
QUALITY.
CARE.**

WarburtonS
Family
Bakers

If anyone has any questions regarding this report,
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