

# COMMUNITY INVESTMENT REPORT 2016 / 2017



## SUPPORTING COMMUNITIES



# WELCOME TO WARBURTONS COMMUNITY INVESTMENT REPORT



Throughout our 142-year history, we have always believed in supporting our local communities and Families Matter is all about supporting those who need it the most.

As our business has grown over the years, so has our community programme, and we now support more people in more parts of Britain

than ever before. Over the last five years we have gone from strength to strength and are very proud to have helped over 2.2 million people in local communities across Britain.

One of the initiatives I'm personally passionate about is our Wheat Education Programme, which we launched last year in partnership with our farmers, Openfield and The Country Trust. This project aims to help get school children from disadvantaged communities out to visit local farms to learn more about where their food comes from.

I must also highlight our national charity partnership with Cancer Research UK. When we set out to support this fantastic charity, we knew our people would respond, but their support and passion for this cause has surpassed all our expectations. We have raised far more than we had hoped already, and are looking forward to raising even more this year.

We couldn't do all this without the support of our people across the business, but a huge thank you must be given to our Community and Charity Champions, our School Visitors and our central Community team. I am hugely proud of what we are achieving with our partners and thank you all for your efforts.

Best Wishes,

**Brett Warburton** Executive Director



Supporting our communities is perhaps more important now, than it has ever been. Our ongoing commitment to community investment goes to the heart of how we do business and we have even more activity lined up for the year ahead to continue to help those who really need it.

People across all our sites have gone above and beyond to support our Families Matter programme and their efforts have supported thousands of families, charities and organisations across the country. This is something we are all very proud of and look forward to continuing for the long term.

Best Wishes,

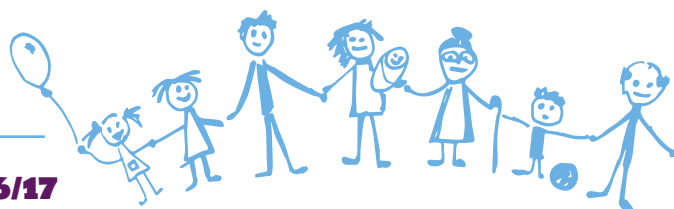
**Neil Campbell** Managing Director

## OUR STRATEGY

Our Community Investment Strategy, Families Matter, continues this year with our two key pillars for supporting society. These focus on tackling key challenges and providing opportunities for families.



# SUPPORTING OUR COMMUNITIES



A SUMMARY OF OUR ACHIEVEMENTS IN 2016/17

## OVERALL

PEOPLE SUPPORTED **685,572** + ORGANISATIONS SUPPORTED **2,891**

TOTAL FUNDRAISED BY EMPLOYEES AND DONATED BY COMPANY TO CANCER RESEARCH UK

**£314,767**



**310** OF OUR PEOPLE HAVE SPENT **1639** HOURS

SHARING THEIR SKILLS IN THE COMMUNITY TO BENEFIT **20,370** PEOPLE

**£338,199**

DISTRIBUTED TO CHARITIES AND COMMUNITY GROUPS SUPPORTING

**71,874**

PEOPLE DIRECTLY



PRODUCTS DONATED TO THE COMMUNITY



**523,509**

PEOPLE SUPPORTED

ORGANISATIONS SUPPORTED

**553,140** **1,661**

**£46,705**

DONATED BY OUR EMPLOYEES THROUGH PAYROLL GIVING



**£30,218** DONATED THROUGH



MATCHED FUNDING

NATIONAL SCHOOL VISITOR PROGRAMME

**100%**

OF SCHOOLS WOULD LIKE A REVISIT

OF SCHOOLS WOULD RECOMMEND A VISIT TO OTHER SCHOOLS

RATED THE OVERALL SESSION AS "EXCELLENT" OR "GOOD"

WORKSHOPS DELIVERED

**1,402**

CHILDREN SUPPORTED

**40,169**

WHEAT EDUCATION PROJECT

438 CHILDREN TOOK PART IN 16 FARM VISITS ORGANISED WITH 11 WARBURTONS FARMERS ACROSS THE COUNTRY



JUNIOR PARKRUN

**56,409**

CHILDREN TOOK PART IN EVENTS ACROSS THE UK

**35 NEW**

PARKRUN EVENTS HAVE BEEN LAUNCHED IN DISADVANTAGED AREAS ACROSS THE COUNTRY





# SCHOOL VISITORS PROGRAMME

HI, I'M BRETT THE BAKER!



We are committed to supporting local schools and educating young people about leading healthy lifestyles.

Over the year, our School Visitors Programme has continued to flourish in local disadvantaged communities, supporting more schools and children than ever before. Our mission for the programme is to reach as many children as possible and this year has been hugely successful. We now have **23 dedicated School Visitors** delivering the programme across the business.



*Thank you so much, we had an absolutely fantastic experience. It was very informative, but also had fun, exciting aspects as well.*

Westbury on Trym C of E Academy, Bristol



## THIS YEAR WE'VE ACHIEVED:

Carried out an incredible **1,402 VISITS** to **809 SCHOOLS**

Delivered **14% MORE SESSIONS** reaching **16% MORE CHILDREN** than the previous year

Introduced **FIVE NEW SCHOOL VISITORS** with Paddock Wood and Runcorn now offering visits for the first time

**100% OF SCHOOLS** visited said they would recommend the programme to another school, and **100% OF SCHOOLS** visited wanted a revisit

Reached **40,169 CHILDREN** across Britain – a significant increase on the previous years



# SCHOOL VISITORS PROGRAMME

“

Great seeing all the children work together around one table and learn about portion size and food hygiene. The team were fantastic. Lots of curriculum areas covered.

Suffolks Primary School, Enfield

”

Session ratings from teachers remain extremely positive, with **100% of teachers** rating their overall experience as **'excellent or good'**. Teachers also indicated an improvement in their pupils' level of understanding of healthy eating, food safety & hygiene and food preparation & cooking, confirming that these sessions are invaluable to pupils.

Food waste is another area that our School Visitors tackle during visits, helping the children gain a better understanding of the date on a product and encouraging them to be more mindful of food waste.

Our online resources and teaching aides have proved hugely popular too, with almost **22,000 visits** to the website and more the **3,500 resources downloaded** since September 2015.

Our teams continue to work closely with the British Nutrition Foundation to ensure all sessions are delivered in line with the national curriculum using up to date information and materials. This process is ongoing and the focus for next year will be to continue to prioritise visits to schools in disadvantaged areas, as well as to continue promoting junior parkrun events (see page 7) to encourage children to get active in their local communities.



Wednesbury School Visitors Nicola Burns and Alison Russell



Basingstoke School Visitor, Alex Aitken



Tuscany Park School Visitors Michelle Hardwick and Janet Hall

“

What a fantastic way to spread the word about healthy eating across the North West! We were delighted to be able to arrange this visit, my class haven't stopped talking about it. They really enjoyed the practical sandwich making activity which helped to promote the benefits of a balanced diet.

Teacher at St. James' Catholic Primary School, Skelmersdale

”



# TURNING OUR FARMS INTO CLASSROOMS



One of the long-term aims of our programme is to help educate families about healthy lifestyles, including teaching young people about where their food comes from.

Weelsby Academy, Farmer Andrew Lyle, Claxby Grange

We also want to help our wheat farmers connect with their local communities across the country to build stronger relationships and encourage people to think about the long-term future of farming.

During the summer we launched a new project in partnership with our farmers, Openfield and The Country Trust (a national educational charity), which enabled young people to head into the countryside and learn all about wheat and where bread comes from.

Many people in disadvantaged inner-city communities don't get the opportunity to get out into rural areas and learn about the origins of food, something we wanted to change with the help of our dedicated farmers.

The project focusses on giving primary school children the chance to visit their local farms and explore the growing process, from the importance of water and wildlife to the sampling of soil. It also gives them the chance to see what a farmer does every day.



All school children were aged between

**7-11 YEARS OLD**



**438**

Children took part



**11**

Warburtons wheat farmers took part



**16**

Events took place during the pilot scheme



## THE PILOT PROJECT HAS BEEN HUGEY SUCCESSFUL RECEIVING GREAT FEEDBACK:

“Children loved collecting examples of the countryside and trying to identify them.”

Teacher

“ My favourite part was the tractor ride and going through the wheat.”

Child

“ Highlights included watching children positively engage with the countryside, the farmer and discovering the processes behind a loaf of bread.”

Farmer

## WHAT'S NEXT?

Following the success of the pilot project, we now have plans in place to improve and grow the programme with The Country Trust, rolling out to more schools in 2018.

# JUNIOR PARKRUN STRIDES INTO EVEN MORE COMMUNITIES

junior parkrun

We've now completed our second year of our three-year partnership with junior parkrun, a series of 2k events for children aged 4 -14 in open spaces across the UK.

We are working together to open new events in disadvantaged areas across the UK, in order to engage children and their families and provide the opportunity to get involved, get active, be part of the community and therefore help them to lead happier and healthier lives.

“It's fantastic to see the positive impact that our partnership is having on the health and wellbeing of communities all over the UK. Thousands more children and families are spending quality time together and having fun being active outdoors. So far, we have launched 71 new junior parkruns in disadvantaged areas and we have welcomed more than 35,000 young people and their families to these new events.”

**Rowan Ardill**  
Engagement Officer at parkrun UK

## OVERALL, LAST YEAR:

**35**

▶ New events were launched in disadvantaged areas

**OVER  
5,000**

▶ Children and families per week are now participating in events in disadvantaged areas

**13,604**

▶ Children have taken part in disadvantaged areas

## JUNIOR PARKRUN HAS RECEIVED FANTASTIC FEEDBACK\* FROM PARENTS AND CHILDREN IN DISADVANTAGED AREAS WHO HAVE TAKEN PART LAST YEAR:

- ▶ **67% of parents say** their child has an improved attitude towards physical activity since taking part in a junior parkrun event
- ▶ **62% of parents say** their child is healthier as a result of taking part in their local parkrun
- ▶ **9 out of 10 children** feel happy and proud after completing a parkrun
- ▶ Seeing results, improving their time and having fun are the top reasons children take part
- ▶ Children from more disadvantaged areas are more likely to see the wide range of benefits from their participation than the average junior parkrunner

## TAKING PART...



Lisa Green, School Visitor at Enfield and her daughter Summer, (7), have been participants in their local junior parkrun since it launched this year at Cheshunt Park, Hertfordshire.

### LISA SAID:

“ junior parkrun is a great introduction to running, we both love being up and out on a Sunday morning (which I never thought I would say!). The volunteers, parents and children are all so supportive and it's amazing to see the children improving. Something that literally takes an hour of our time has had a really positive impact on our Sundays, where we used to lay in bed we are now all up and getting fit.”

### SUMMER SAID:

“ I love trying to beat my PB each time and receiving my run report so quickly after we get back home – it's a great challenge for the next week. I also love that I get to play in the park with my new friends afterwards! ”

\*Statistics from junior parkrun Survey 2017. 5,777 surveyed including 2,281 participants.

# OUR INVESTMENT INTO COMMUNITIES

**We are passionate about helping to improve the lives of people in communities across Britain.**

We have a range of programmes led by the business and our people that aim to make a positive contribution to society. Our programmes include financial support, product donation and investing the skills and expertise of our people into community initiatives.

## PRODUCT DONATION

As Britain's biggest baker, we know one of the best ways we can support local organisations is by donating our products. We work closely with a wide range of organisations including breakfast clubs and foodbanks, to ensure the products we give reach the people who need them the most.

### OVER THE LAST YEAR WE HAVE:

- ✓ Donated **523,509 products** – **58% more** than the year before – to **1,661 organisations** across Britain
- ▶ Including **249 breakfast clubs** with **203,304 products** – **47% more** than the year before
- ▶ Including **66 foodbanks** with **151,774 products** – a massive **73% more** than the year before
- ✓ Overall this means more than **half a million** people have benefitted from the products we've donated

We also donate products to support charity activities and fundraising events, helping to ensure that as much money as possible can be raised for good causes.

### MAKING A DIFFERENCE

Enfield and Basingstoke Depot donated 1,218 units of their bread products over the six-week summer holidays to help Portsmouth Council host breakfast clubs to ensure that disadvantaged children could access a nutritious breakfast during the school break.

The project helped at least 300 children at six sites across Portsmouth.



“The summer holidays can be a difficult time of year for many families on a low income. I want to say a massive thank you to Warburtons and their generosity in supporting The Holiday Hunger project, it means so much, not just to us, but to the families that are being helped and supported.”

Clr Jennie Brent, Portsmouth City Council's Cabinet Member for Property and Housing



Bristol Bakery makes weekly product donations to the Bristol North West Foodbank, helping to provide local people with nutritious meals when they need it most.

“

A big thank you to Warburtons for donating products. It's a huge blessing for us to be able to offer our clients fresh bread along with their non-perishable food parcels, rather than having to give them out of date bread left over from supermarkets.

Emma Murray, Foodbank Manager, Bristol North West Foodbank

”



# OUR INVESTMENT INTO COMMUNITIES

## SKILLS EXCHANGE

Our Skills Exchange programme helps support local communities by sharing our people's time and skills with organisations that need support. From helping with building work to mentoring children, our people have helped organisations across the UK in many different ways.

The programme also gives our people a fantastic opportunity to put their knowledge and expertise into action.

### OVER THE LAST YEAR:

- ✓ **AN IMPRESSIVE 310 PEOPLE HAVE VOLUNTEERED, GIVING 1,639 HOURS OF THEIR TIME TO SUPPORT 81 ORGANISATIONS ACROSS THE UK**
- ✓ **IN TOTAL, WE HAVE HELPED 20,370 PEOPLE**



The work our team from Newburn carried out at North Tyneside YMCA is a great example of how much difference our Skills Exchange programme makes.

Newburn's Manufacturing Engineer Chris Senior, Engineering Team Manager Nick Vincent and Bakery Team Manager Paul Gaish, pulled on their wellies and volunteered to help with preparation work for growing an orchard, creating a place for the community centre's residents to socialise and spend time outdoors.

## MATCHED FUNDING



All of our people are able to access matched funding to help them raise even more money for their chosen charity.

As a business we offer to match up to **£250 per person** (or **£375 for CRUK**, our national charity partner) for any money our people raise for their chosen charities.

Everyone is encouraged to get involved with the scheme, whether it's a sponsored bike ride, a football match or a marathon, we will support individual and team fundraising activities.

- ✓ **DURING THE YEAR, WE HAVE GIVEN MATCH FUNDING TO 129 OF OUR PEOPLE**
- ✓ **GIVING A TOTAL OF £30,218 TO BOOST THEIR FUNDRAISING EFFORTS**



This year, our Warehouse Operative Ryan Parkin from Bristol completed the 2k Santa Run with both his 4 year old daughter Libby, and seven month old daughter April on his back. He raised **£120** with **£120** matched funding for Children's Hospice South West.

# OUR INVESTMENT INTO COMMUNITIES

## PAYROLL GIVING

Our people all have the opportunity to give to charities of their choice through payroll giving, a scheme that has proved very popular for many years.

### OVER THE LAST YEAR:

- ✓ **718 PEOPLE DONATED TO THEIR CHOSEN CHARITY THROUGH PAYROLL GIVING**
- ✓ **TOGETHER, OUR PEOPLE GAVE £46,705 TO 122 ORGANISATIONS, INCLUDING CRUK**

Over the past five years, our people have donated over £250,000 to the charities that are most important to them through payroll giving.

Our business has been awarded the Platinum Payroll Giving Quality Mark by the Charities Aid Foundation for our efforts in the last financial year.



“

*As an animal lover I've proudly been supporting the PDSA, the UK's leading veterinary charity, for the past three years. I've seen first-hand the great work the charity does and want to do my part to support it.*

**Desney Want, Primary Trunker Driver, Eastwood Bakery**

”

## FINANCIAL GIVING

Our Financial Giving programme supports community and charitable organisations with grants that help them deliver vital services in communities across the country.

We support organisations with Community Grants, which are smaller grants of up to £250, and Project Grants, which are donations of up to £10,000 over a 12-month period. See pages 12-13.

### OVER THE LAST YEAR:

- ✓ **WE'VE GIVEN A TOTAL OF £338,199 IN FINANCIAL DONATIONS**
- ✓ **SUPPORTING 179 ORGANISATIONS WITH 183 COMMUNITY GRANTS AND 19 ORGANISATIONS WITH PROJECT GRANTS**
- ✓ **OVERALL OUR DONATIONS HAVE HELPED 71,874 PEOPLE, A MASSIVE 90% INCREASE COMPARED TO LAST YEAR**

Over the last four years, we have given **£968,917** in Project Grants and **£162,652** in Community Grants.

### A LITTLE GOES A LONG WAY

Our Community Grant of £250 to Oxbridge Primary School near our Stockton bakery helped to re-invent the way the school's attendance improvement programme operates.

The grant was used by the school to purchase re-usable shields and trophies to reward pupils with high attendance.

“

*The impact of this change made possible by yourselves has already shown dramatic results. Last week for the first time ever the number of classes with prompt attendance was our highest yet.*

**Diane Carson, Attendance TA, Oxbridge Primary School**

”

# SUPPORTING LOCAL COMMUNITY PROJECTS

Our **Project Grants** aim to tackle key social issues such as health and wellbeing, debt management and unemployment – making a long-term difference to people and families in our local communities.

The grants provide groups, organisations and charities with vital funds that they need to move forward and help people in local communities over a 12 month period.

Here are just two of our many success stories from the last financial year:

## CALICO HOMES LIMITED - BURNLEY INVESTMENT: £10,000

Our support allowed Calico Homes Limited to progress with the ongoing development of Valley Street Community Centre – a hub where vulnerable members of the community can access support and services to help them in everyday life, while also helping them to feel less isolated in the community. The centre is also now used for a variety of community-wide events that allow people to come together.

One group that our funding made a significant difference to is a group of youngsters who were in danger of disengaging from the education system. The funding allowed the organisation to set up weekly sessions to help them learn new skills and hobbies, and help to provide professional trainers, trips and materials. The weekly sessions resulted in increased confidence, higher aspirations and improved school reports for all individuals who attended.

**DIRECT BENEFICIARIES: 112**

ASPIRATION



**"I FEEL MORE CONFIDENT"**

**"I KNOW WHAT I WANT IN LIFE"**

**"I'M GETTING BETTER ALL THE TIME PERSONALLY"**

## BELLSHILL AND MOSSEND YMCA - BELLSHILL INVESTMENT: £6,000

Our funding allowed the organisation to set up a community gardening project. The aim of the project was to provide families with recreational activities, encouraging them to get out of their home environment and do something different. The funds helped provide a greenhouse, gardening equipment, staff and seeds for the duration of the project.

The activities allowed families to work together as a unit to create something tangible, while also learning new skills and gaining a better understanding of health and wellbeing, as well as allowing individuals to engage with others in the community to help them feel included.

**DIRECT BENEFICIARIES: 290**

ASPIRATION



**"I MADE SOUP WITH THE VEGETABLES WE CREW – IT WAS FANTASTIC"**

**"THIS IS MY PEACEFUL PLACE WHEN I'M NEEDING TO GET OUT OF THE HOUSE"**

**"I NEVER KNEW THERE WERE SO MANY DIFFERENT VEGETABLES"**



# SUPPORTING LOCAL COMMUNITY PROJECTS

In 2017 our community champions chose 17 projects to support with an investment of £159,283.94 into local communities.

HERE IS A SUMMARY OF ALL OF THE PROJECT GRANTS THIS YEAR:

## ENFIELD

Enfield Carers Centre

Project – Young Carers Education Support

Our funding will help provide practical workshops to support young carers with financial issues and access education.

120 BENEFICIARIES



FINANCIAL STABILITY

## NEWBURN

Children North East



Project – Children North East NEWPIP Family Support

Our funding will enable Children North East to provide emotional and practical support to expectant parents from disadvantaged communities, including assisting them with issues such as housing and benefits before and after the birth of their child.

80 BENEFICIARIES

HEALTH

## BOLTON

Bolton Lads and Girls Club



100 BENEFICIARIES

Project – Skills for Work

Our funding will allow the Lads and Girls Club to run weekly workshops for disadvantaged young people, giving them practical employability advice and building useful skills, including how to write a CV, mock interview training and experience in a work environment.

EMPLOYABILITY AND SKILLS

## BELLSHILL

North Glasgow Community Food Initiative



Project – Springburn Food Hub

Our support will allow NGCFI to offer training in food hygiene, basic nutrition, health and safety and gardening, which will help local people overcome poor diet and increasing obesity levels.

125 BENEFICIARIES

HEALTH

## BRISTOL

Young Bristol



Project – Ready, Set, Achieve

Our support will help to facilitate an intensive sports programme to reengage local young people with education.

24 BENEFICIARIES

ASPIRATION

## TUSCANY PARK

Eastmoor Community Project



48 BENEFICIARIES

Project – Healthy Steps

Our funding will help Eastmoor Community Project to tackle health and employability issues faced by the residents of the Eastmoor Estate, by providing workshops on food and nutrition and cooking healthy meals on a budget.

HEALTH

## CENTRE

Bolton at Home

Bolton at Home

Project – Employment Bootcamp

Our backing will enable Bolton at Home to run practical sessions on health and debt issues that will build young people's confidence and motivate them when they are looking for work.

30 BENEFICIARIES

EMPLOYABILITY AND SKILLS

## STOCKTON

**Daisy Chain Project Teeside**



**Project – Aspire (Adults with Autism)**

**30** BENEFICIARIES


**ASPIRATION**

Our support will help Daisy Chain to provide social activities that allow adults with autism to live more independent lives.

## WEDNESBURY

**24** BENEFICIARIES

**Hope Community Project Wolverhampton**



**Project – Shared Futures**

Our support allows the project to provide healthy eating advice and cooking classes to local people across Wolverhampton.

**HEALTH**

## CENTRE

**Bolton Wanderers Community Trust**



**Project – Hungry to Learn**

Our funding will help the trust to educate children and their parents about healthy eating, including introducing them to new ingredients and recipes.

**300** BENEFICIARIES

**EMPLOYABILITY AND SKILLS**

## BURNLEY

**90** BENEFICIARIES

**Burnley FC Community Trust – Clarets in the Community**



**Project – Clarets Community Kitchen**

Our backing will help the trust support people in the local community who rely on food banks, offering them healthy cooking classes and practical health and wellbeing advice.

**HEALTH**

## CENTRE

**200** BENEFICIARIES

**Bolton CAB**



**Project – Advice in Schools**

Our support will allow Bolton CAB to work with children with low school attendance, helping to address welfare issues facing the children's families.

**FINANCIAL STABILITY**

## EASTWOOD

**Coram**

**Project – Strengthening and Supporting Adoptive Families in the East Midlands**

Our support helps Coram hold residential camps to provide adopted young people with an opportunity to make friends and access counselling.



**129** BENEFICIARIES

**HEALTH**

## ENFIELD

**500** BENEFICIARIES

**Chickenshed Theatre Trust**

**Project – Planet Play**

Our funding allows the trust to provide classes for children and their parents to build language skills, imagination and confidence.



**ASPIRATION**

## BRISTOL

**Carers Support Centre**

**Project – Young Adult Carers Health & Wellbeing**

Our backing will allow the centre to provide health and wellbeing support to young carers aged 16-25.




**45** BENEFICIARIES

**HEALTH**

## WEDNESBURY

**50** BENEFICIARIES

**Access to Business**



**Project – Stepping Stones**

Our funding helps Stepping Stones to offer skills training to people in Wolverhampton, including workshops to reduce reliance on benefits and improve the health of participants.

**EMPLOYABILITY AND SKILLS**

## CENTRE

**Bolton Young Persons Housing Scheme**

**Project – Castle Weekends**

Our backing will allow increased support for homeless people aged 16 and 17, preventing repeat rough sleeping, risk of harm and exploitation.



**90** BENEFICIARIES

**EMPLOYABILITY AND SKILLS**

# ONGOING SUPPORT FOR CRUK



CANCER RESEARCH UK

## SMASHING OUR TARGET



Over the past year, we have once again gone above and beyond our CRUK fundraising targets. In the last year our employee and company donations raised **£314,767** – this brings our overall fundraising total since our partnership began to a huge **£926,437**.

This success is down to the fantastic support of people across our business, who have worked hard in a variety of ways to raise funds for this important cause.

## TEAM FUNDRAISING

Our people have worked together over the past year, coming up with a range of fun and exciting ways to raise money. From Race for Life to sponsored kayaks and golf days to cycling challenges, people have got stuck in together.



The team at **Burnley** has organised dinner dances with bakery wide silent auctions, bringing people together for an enjoyable evening and raising over **£1,400**.

**Bristol, Port Talbot and Newton Abbot** held an England versus Wales football match. England emerged the winners and over **£715** was raised for CRUK.



Bristol - Race for Life

## OUR PARTNERSHIP

Cancer Research UK has been our national charity partner since February 2015. We pledged to raise **£300,000 OVER A FOUR YEAR PERIOD** but we **EXCEEDED THIS TARGET IN JUST TWO YEARS**.

Due to our outstanding efforts, last year we committed to continue supporting CRUK for the next two years and the Warburton family has once again promised to match all employee fundraising efforts over the two years, up to **£300,000**.

## DONATION STATIONS

For the second year running, the business has provided donation stations at each site for people to give unused clothing and homewares that can then be sold at CRUK outlets. This year the donation stations have continued to be a popular way for our people to support CRUK, with sites inundated with donated goods, raising a huge **£91,608** across the business.

At **Wednesbury**, our people raised a massive **£16,605** solely through kind donations to on-site donation stations.

Our people at **Tuscany Park** have also given generously with bags overflowing and a fantastic **£4,092** raised for CRUK.





# £926,437 RAISED SO FAR



London Marathon - Dave Turner

Ken Slater a driver at our **Runcorn depot** also went the extra mile by selling pink badges, cards and gerberas while on his route in Anglesey, North Wales. He raised over **£250** for CRUK.



Centre team



The business also helped people to get involved over the last year, including organising a Tour de Warbies cycle challenge, which saw sites compete against each other to cycle the furthest distance on static bikes in 24 hours. Across all the sites that participated, 2656.88 miles were cycled, raising **£2,591.41** for CRUK.

## INDIVIDUAL FUNDRAISING

Over the last year, many of our people have taken on individual challenges in support of CRUK. We continue to be impressed by the lengths our people have gone to.

Dave Turner, from **Variety bakery** completed the London Marathon in April 2017 with all his sponsorship going to CRUK. He made it round the course in 4 hours and 17 minutes and raised **£1,270**.

## LOOKING AHEAD...

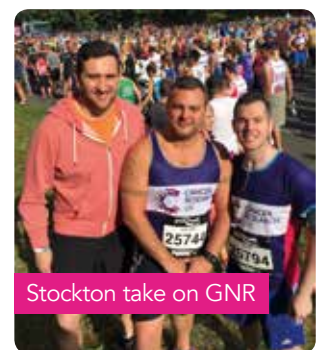
Our support won't stop there. We are on course to hit £1 million raised in early 2018 and our target for the year ahead is £1.5 million. We have no doubt our fantastic team will smash our target again!



Wednesbury - egg splat



Graduates - 3 peaks challenge



Stockton take on GNR



*Warburtons employees continue to astound us with their dedication and generosity to Cancer Research UK and we were delighted to hear that their fundraising over the last year has taken our partnership total to over £925,000. Our vision is to bring forward the day when all cancers are cured and we are enormously grateful to Warburtons for helping to make this a reality.*

**Sir Harpal Kumar**, Chief Executive Officer, Cancer Research UK



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

**CAF** Charities Aid  
Foundation

CAF has over 90 years' experience in helping businesses and communities to work in partnership to make a difference and achieve collective impact. We continue to partner with, and support, Warburtons to deliver their Families Matter strategy.

Warburtons endeavour at every turn to be accountable, transparent, and sustainable in how they support communities. We can confirm once again that the figures stated in the report are accurate and look forward to continuing to support the business with their socially responsible work.



If anyone has any questions regarding this report, please contact  
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