

COMMUNITY INVESTMENT REPORT

2018 / 2019

SUPPORTING COMMUNITIES



Family Bakers
Warburtons



WELCOME TO WARBURTONS COMMUNITY INVESTMENT REPORT



Families Matter, our community investment programme, is all about driving support to those who need it most in our local communities. We continue to show our support in so many ways - from structured financial giving and our well established and widely recognised School Visitors programme, through to product donation and the simple gift of our time and skills for the benefit of others.

Over the past eight years, our Families Matter programme has supported more than 3.6 million people across Britain, which is a truly incredible achievement.

We are also passionate about supporting projects that help people work towards a better future and to that end have recently partnered with the charity Achievement For All, enabling it to deliver its "Achieving Schools Programme"

to underachieving children in 10 schools across Bolton. The project will support 187 pupils, aiming to improve leadership, attainment and aspiration. You can read more about the project on page 7.

Finally, the support of our people is vital to the continued success of our Families Matter programme. My family are proud of the difference that we have made and the impact that we continue to have on so many people. We would therefore like to thank everybody that has been involved for their efforts to date and for their ongoing contribution to the programme.

Very best wishes,

Brett Warburton Executive Director



Throughout our history we have been committed to helping families in our local communities and it is now perhaps more important than ever that we do what we can to address key social issues.

The organisations, projects and activities we cover in this report support families in a wide variety of ways, from helping people lead healthier lifestyles and manage their finances to helping raise employability prospects and career aspirations.

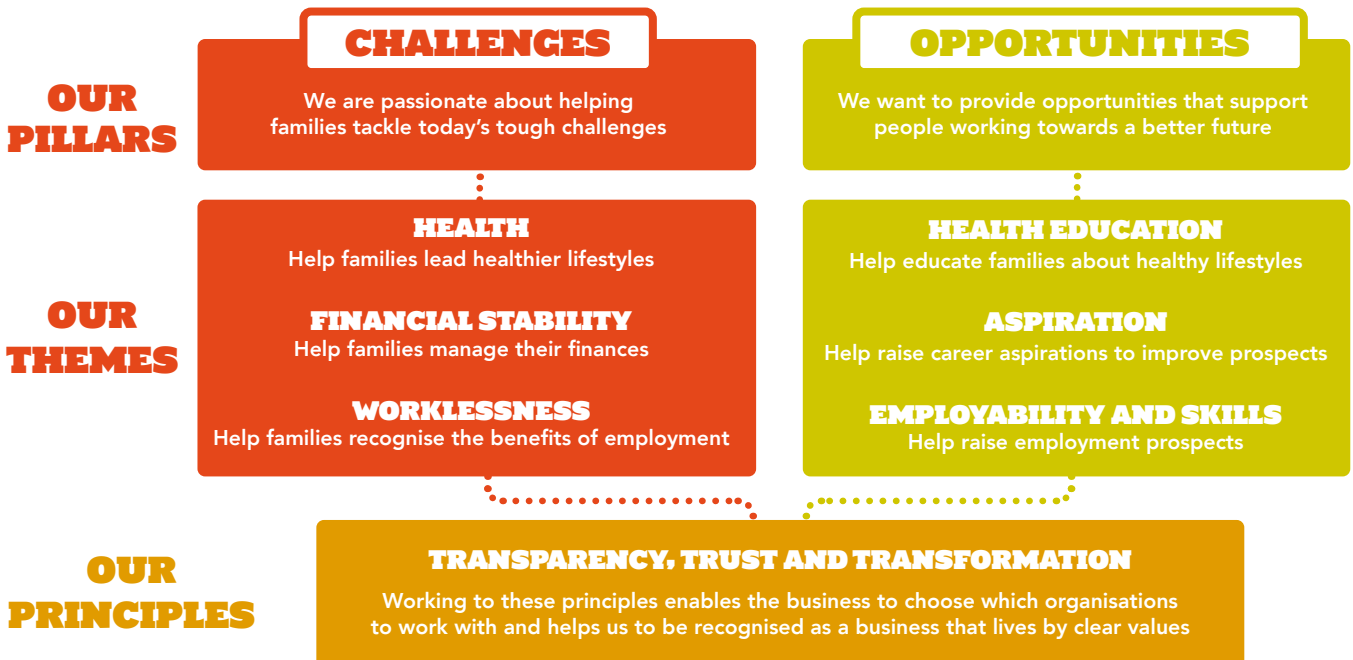
Our Families Matter programme continues to grow and we have more activity lined up to help those that really need it. It takes a huge amount of time, effort and collaboration and we are all very proud of everyone who has played their part and everything we have achieved in this report.

Best wishes

Neil Campbell Managing Director

OUR STRATEGY

Our Community Investment Strategy, Families Matter, continues 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 2018/19



£272,239

DISTRIBUTED TO CHARITIES AND COMMUNITY GROUPS SUPPORTING

19,204

PEOPLE DIRECTLY

135 OF OUR PEOPLE HAVE SPENT

441 HOURS

SHARING THEIR SKILLS IN THE COMMUNITY TO BENEFIT

7,351 PEOPLE

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

£434,243

OVERALL

PEOPLE SUPPORTED

735,104

+

ORGANISATIONS SUPPORTED

3,310

£33,929

DONATED THROUGH



MATCHED FUNDING

£38,413

DONATED BY OUR EMPLOYEES THROUGH PAYROLL GIVING

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

1,541

CHILDREN SUPPORTED

43,359

PRODUCTS DONATED TO THE COMMUNITY

603,282

PEOPLE SUPPORTED
665,180

ORGANISATIONS SUPPORTED
2,119

WHEAT EDUCATION PROJECT

711 CHILDREN TOOK PART IN **37** FARM VISITS ORGANISED WITH **28** WARBURTONS FARMERS ACROSS THE COUNTRY

SCHOOL VISITOR PROGRAMME

Our national School Visitor Programme is a key part of our community investment programme, Families Matter.

Every year, our team of School Visitors hold practical workshops in schools across Britain, sharing their knowledge about leading healthy lifestyles and the importance of a balanced diet.



It has been another successful year with 13 sites and 24 School Visitors delivering our programme to thousands of school children across the country. In total, over **5,000** schools have received a school visit since we launched our Families Matter programme and a fantastic **248,609** children have benefited from our project.



THIS YEAR WE'VE:



Reached **43,359 CHILDREN** across Britain



Introduced **FOUR NEW SCHOOL VISITORS**



Carried out an impressive **1,541 VISITS** to **831 SCHOOLS**



100% OF SCHOOLS said they would like a **REVISIT** and would **RECOMMEND** the programme to another school



"After learning about the modern methods of bread making, the children were delighted to be involved in baking their own loaves which included a bear, a cat and a monster."

Yvonne Selby, Teacher, Royal School for the Deaf Derby (RSDD)

"Year 2 had Gail from Warburtons into our class today. We learned about the history of Warburtons, how we can make healthy choices and how to be hygienic when handling food. As you can see, we all loved our hair nets and aprons. We made healthy sandwiches. Gail even gave us all a loaf of bread to take home AND a certificate. Thank you Gail, and Warburtons for a fabulous morning!"

Miss Cox, Year 2 Teacher, Toner Avenue Primary School

Our sessions continue to address key areas including healthy eating, food safety and food waste as well as giving pupils practical experience with food. Once again, our visits were well received by teachers with 96% rating their session 'excellent'.

99% of teachers said they had seen 'some or a lot' of improvements in the children's level of understanding of healthy eating, food safety & hygiene and food prep/cooking – our highest rating to date.

Our visits continue to include hands on learning opportunities with all pupils taking part in a practical session to make bread or a sandwich.

There was a focus on sustainability with a reduction in the use of plastic across our sessions. Disposable wooden cutlery replaced plastic cutlery and sandwiches and bread items were packaged in paper bags to be taken home rather than plastic bags.

It has been another successful year for the programme reflecting the hard work of everyone involved.



The British Nutrition Foundation continues to work closely with us to support the management of our Programme. The role of the BNF is to ensure the School Visitor Programme is being delivered consistently, as well as identifying areas of good practice and areas for future development.

The BNF continues to provide Food Safety Level 2 and online nutrition course training for our School Visitors.



WHEAT PROJECT

CONTINUES TO GROW IN LOCAL COMMUNITIES

During 2019, the Discover Warburtons Wheat Project ran for its third successful year. Throughout June and July, 37 visits were made by 27 different schools to 28 of our wheat farmers across England. In total, our wheat education project has reached 1,844 children across the country since it launched.

Our continued project mission is to give disadvantaged children in local communities opportunities to head out into rural areas and gain a better understanding of where their food comes from. The visits focused on developing children's appreciation of the importance of the countryside, while thinking about the long-term future of farming. The project also enables our farmers to connect with their local communities.

Once again, feedback from both pupils and teachers has been hugely positive, with 100% of teachers who completed our survey saying they enjoyed the visit and would visit with a class again. 97.5% of pupils who responded to the survey said they enjoyed their visit.



CHILDREN'S FEEDBACK

"I learnt how to make flour. The day was really fun!"

"I loved the farm visit because we learnt more about wheat and we got to make flour out of seed."

"The children experienced something that would not normally be accessible to them."

TEACHER FEEDBACK

"It was truly the best trip we've ever had!"

"The whole day was spectacular, even in the pouring rain!"



711

Children took part in the visits



37

VISITS took place



27

Schools benefitted from a visit



28

Warburtons wheat farmers took part



HELPING LOCAL CHILDREN REACH THEIR POTENTIAL



We've provided vital funding to work in partnership with national education charity Achievement for All (AfA) to enable it to deliver its Achieving Schools Programme to schools in the Bolton area. The programme aims to enhance the goals and outcomes of pupils, addressing issues and changing lives for the better.

Our support allowed AfA to provide a 12-visit model of delivery of the schools' programme and recruit experienced coaches to work with the schools. The programme addresses the issues faced by children and staff, changing lives for the better through the four key areas of leadership, teaching and learning, wider outcomes and opportunities and parent and carer engagement.

Six primary schools and four secondary schools were recruited onto the two-year programme with progress monitored regularly. The programme has had some excellent feedback from participating schools.

As a family business, we aim to tackle issues affecting people and families in our local communities. We are proud to work with charities such as Achievement for All to enhance the goals and outcomes of pupils on the programme.

“

“There has been a noticeable difference in the attendance, behaviours and outcomes for most students so far.”

“Change in school culture, staff and parent expectations. Mindset of staff more open and positive – desire for all to achieve and do better.”

“Staff are empowered and feel confident to engage with parents who have significant needs.”

”

TACKLING FOOD POVERTY WITH CHARITY PARTNERSHIP



Supporting our local communities across the UK is a key part of our Families Matter Strategy and we are committed to reaching as many people as possible. One of the best ways we can support local organisations is by donating our products.

We are working with food redistribution charity Fareshare to redistribute our surplus products to those who need it the most in our communities.

As the UK's longest running charity fighting hunger and food waste, Fareshare saves good food from going to waste and redistributes it to frontline charities.

Our partnership scheme was piloted at Wakefield and has now been rolled out nationally. In 2018/2019 we donated **32,506 products** which have been distributed to frontline charities.

We're committed to helping tackle food poverty and this partnership allows us to boost donations even further, reaching more people than ever before.

OUR INVESTMENT INTO COMMUNITIES

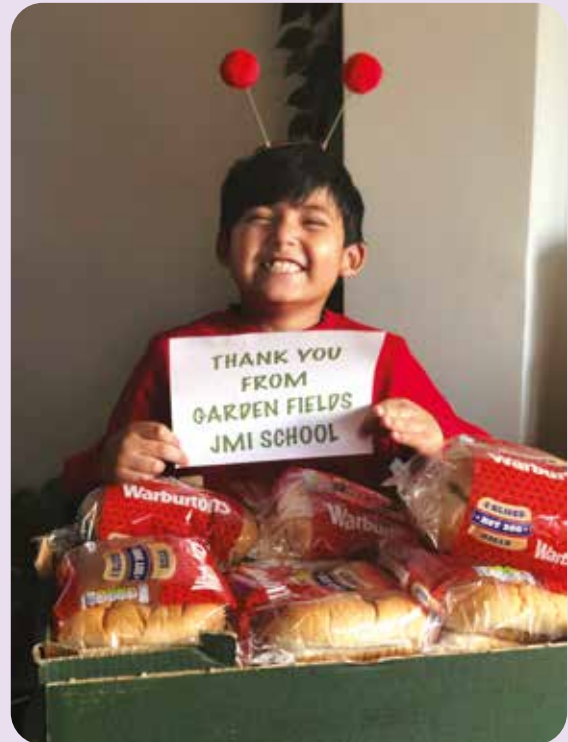
A VITAL PART OF OUR FAMILIES MATTER STRATEGY IS TO SUPPORT LOCAL COMMUNITIES IN A VARIETY OF DIFFERENT WAYS.

Our programme involves a mixture of people led and business led initiatives that aim to improve society, reaching those who really need it. Financial support, product donations as well as investing our people's expertise and skills are just some of the ways we give back.

PRODUCT DONATION

One of the best ways for our business to support local communities is through product donations. As Britain's biggest baker, we work closely with a wide range of organisations from breakfast clubs to foodbanks to ensure we reach people in need.

- ▶ Over the last year we've donated **603,282** products which in turn benefitted **665,108** people and **2,119** organisations.
- ▶ We supported **235** school breakfast clubs, giving **227,342** products.
- ▶ We supported **58** foodbanks with **143,681** products.



Enfield bakery donated products to Garden Fields Primary School to help them raise money for a new school hall floor. We donated 150 hot dog rolls for a 'sausage sizzle' event that sold hot dogs to raise money for the good cause. The activity raised £470 for the school to help revamp the hall floor which is used by the school as well as local community groups.



SKILLS EXCHANGE

Our peoples' time and skills are hugely valuable assets that we also give to organisations that need support. Our Skills Exchange programme gives our people the opportunity to use their expertise and experience to help local communities.

THIS YEAR:

- 👍 **135 PEOPLE HAVE VOLUNTEERED, GIVING 441 HOURS OF THEIR TIME TO SUPPORT ORGANISATIONS IN LOCAL COMMUNITIES ACROSS THE UK**
- 👍 **OVERALL, 7,351 PEOPLE BENEFITTED FROM THE HARD WORK AND EXPERTISE OF OUR PEOPLE**

HEAD OFFICE ROLLS UP SLEEVES

The procurement team at Head Office demonstrated the hard work and support they offer to make a difference, as they rolled up their sleeves and headed over to BackUp charity to revamp their garden ahead of their community open day. The team even managed to secure donations from suppliers so the transformation cost the charity nothing but made a huge difference!



MATCHED FUNDING



Matched funding is accessible to all of our people to help them raise even more money for charities of their choice. Our business will support individual and team fundraising activities from sponsored cycles and walks to skydives and sponsored swimming challenges.

We match up to £250 per person (or £375 for our national charity partner, CRUK) for any money our people raise for their chosen charities. We also give extra support for teams up to eight people.

- 👍 **OUR BUSINESS HAS MATCH FUNDED 115 OF OUR PEOPLE DURING THIS YEAR**
- 👍 **GIVING £33,929 TO BOOST THEIR FUNDRAISING EFFORTS**



Peddle power at Wakefield

In May, four team members cycled from Wakefield to Howden and back (60 miles in total) and raised a whopping **£2,378** for CRUK

OUR INVESTMENT INTO COMMUNITIES

FINANCIAL GIVING

Our business offers community and project grants to charities and organisations in local communities to enable them to deliver vital services.

Our Financial Giving Programme supports organisations with Project Grants, which are donations of up to £10,000 over a 12-month period and Community Grants, which are smaller grants of up to £250.

OVER THE LAST YEAR:

- 👍 **WE'VE GIVEN A TOTAL OF £272,239 IN FINANCIAL DONATIONS**
- 👍 **WE'VE SUPPORTED 200 ORGANISATIONS**
- 👍 **OVERALL OUR DONATIONS HAVE DIRECTLY HELPED 19,204 PEOPLE IN LOCAL COMMUNITIES**

Over the past six years our Financial Giving programme has donated over **£1.6 million** via project and community grants.

The Green Team

Our community grant of £250 to The Green Team near our Wakefield bakery helped the charity provide low cost, volunteer supported garden maintenance services to the elderly and disabled living within a ten-mile radius of Goole.

The grant was used towards the cost of running the charity's vehicle which takes the volunteers and all the tools to and from the gardens.

“ I decided to give the gardening a go, and it was the best decision of my life, because I feel so much more relaxed and my mind is clearer.”

Liam Holland, volunteer

PAYROLL GIVING

Our Payroll Giving scheme gives all of our people the opportunity to donate to charities of their choice in a simple way.

OVER THE LAST YEAR:

- 👍 **631 PEOPLE DONATED TO A CHOSEN CHARITY THROUGH PAYROLL GIVING**
- 👍 **TOGETHER, OUR PEOPLE HAVE GIVEN £38,413 TO 107 ORGANISATIONS**

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“Every month I donate to two different charities through payroll giving.



Both the RNLI and the Air Ambulance are hugely important causes, saving lives on a daily basis so I like to support where I can.

I come from a sailing background and recognise the risks the RNLI volunteers take every day. I used to ride a motorcycle and give to the Air Ambulance because I never knew when I might need them!”

Adrian Charlton

Semi-Skilled Engineer
Wednesbury

”

SUPPORTING LOCAL COMMUNITY PROJECTS

As a family business, we're on a mission to tackle real issues that affect people in our local communities. We aim to make an impact both now and in the long-term.

Our project grants provide organisations, charities and community groups with funds and help to support people in local communities over a year.

WHO CARES? SCOTLAND: BELLSHILL INVESTMENT: £9,947

The Reaching Higher project saw 15 Care Experienced young people take part in a 5-week pre-employment training programme. Ten of the young people, who have been through the care system, were then hired onto a year-long, entry-level post within Who Cares? Scotland across different teams. During their time in employment the youngsters received support and guidance from their teams and line manager in other life skills such as wellbeing, finances, housing, relationships and employability, helping them to identify their next career and educational goals. Following the year placement, 90% of the youngsters transitioned onto either a promoted role, external employment or further education.

The project allowed the Care Experienced young people to gain recognised skills and qualifications to carry forward into their careers.

DIRECT BENEFICIARIES: 15

EMPLOYABILITY
AND SKILLS



"THIS GRANT HAS ALLOWED US TO TRAIN, EMPLOY AND DEVELOP AN INCREDIBLE GROUP OF TALENTED CARE EXPERIENCED PEOPLE. THEIR ABILITIES AND DIVERSITY ENRICHES OUR ORGANISATION, UNITES OUR STAFF AND PUTS CARE EXPERIENCE EXACTLY WHERE IT SHOULD BE – AT THE HEART OF EVERYTHING WE DO."

Kevin Browne Macleod, Director of Care Experienced Membership

THINKFORWARD: ENFIELD INVESTMENT: £9,997

Our support allows the organisation to run its Insight Day project. Insight Days are an integral part of ThinkForward's five-year programme to help disadvantaged young people secure employment at 18. Young people are given the opportunity to spend the day at a workplace to gain an understanding of the work environment and different career paths. The programme introduces youngsters to a variety of employers from different sectors and organisations, which is hugely important to their long-term future. Our business has also become a volunteering partner via Enfield Bakery.

The project has educated and inspired young people in the local community.

DIRECT BENEFICIARIES: 80

EMPLOYABILITY
AND SKILLS



"I FEEL MUCH MORE CONFIDENT GIVING PRESENTATIONS AND SPEAKING IN PUBLIC."

"I NEVER REALISED HOW MANY DEPARTMENTS AND DIFFERENT TYPES OF JOBS THERE WERE IN A BUSINESS."

"THROUGHOUT THE DIFFERENT INSIGHT DAYS WITH ORGANISATIONS SUCH AS WARBURTONS YOU CAN REALLY SEE YOUNG PEOPLE DEVELOP THE MINDSETS AND CAPABILITIES THEY NEED TO SUCCEED IN ACHIEVING THEIR CAREER GOALS."

*Shelly Khaled,
London Regional Delivery Manager*

SUPPORTING OUR LOCAL COMMUNITY PROJECTS

During 2019, 14 projects were chosen by our community champions to support with an overall investment of **£136,557** into local communities.

HERE IS A ROUND-UP OF ALL OF THE PROJECT GRANTS SUPPORTED THIS YEAR:



NEWBURN

The Toby Henderson Trust 

Project – The Toby Henderson Trust

Our funding will help support families affected by autism, providing a safe non-judgmental social environment, with the aim of reducing social isolation and loneliness.

HEALTH

240
BENEFICIARIES



HEAD OFFICE

Step Together 

Project – Step Together Volunteering

Our funding will help match local people with life experience with disadvantaged young people who need support, encouragement and inspiration to achieve goals and reach their full potential.

EMPLOYABILITY AND SKILLS

120
BENEFICIARIES



BRISTOL

Envision 

Project – Environmental Vision

Our funding will provide extracurricular activity to support disadvantaged young people from a local school, helping them to develop confidence, determination and teamwork skills.

EMPLOYABILITY AND SKILLS

124
BENEFICIARIES



HEAD OFFICE

Crossroads Together Volunteering 

Project – Crossroads Together Volunteering

Our funding will support a dementia friendly community cinema club which will provide a fun and inclusive experience to dementia sufferers and their carers and families in a safe and welcoming environment.

HEALTH

3,232
BENEFICIARIES



WAKEFIELD

Eastmoor Community Project 

Project – Healthy Steps

Our funding will help tackle the health and employability issues faced by the families on the Eastmoor Estate, by providing funding for workshops on food and nutrition and sessions to raise aspirations and confidence.

HEALTH

186
BENEFICIARIES



BURNLEY

Aspired Futures 

Project – Aspired Futures

Our support will provide young people with knowledge regarding realistic, affordable and healthy food choices by developing their skills in planning, shopping and cooking healthy meals on a budget.

ASPIRATION

275
BENEFICIARIES

Bolton

Bolton Young Persons Housing Scheme

90
BENEFICIARIES

Project – BACKUP

Our support will provide focused employment, training and education programmes to young people to increase their chances of employment and independence and reduce repeat homelessness in the future.

EMPLOYABILITY AND SKILLS



WEDNESBURY

Access to Business

Project – Stepping Stones



Our funding will provide workshops to support local young people taking steps to improve their health, wellbeing, lifestyle, financial skills and social inclusion through group and individual sessions.

HEALTH

160
BENEFICIARIES

HEAD OFFICE

LS14 Trust



Project – The LS14 Trust

Our support will help the Trust engage with families in disadvantaged areas to get them involved in sporting activities and give advice on healthy eating and lifestyles to help reduce health inequalities in the local community.

900
BENEFICIARIES

HEALTH

EASTWOOD

Children First Derby

Project – Children First Derby

Our support will help match disadvantaged families with trained volunteers to provide practical and emotional support on healthy lifestyles and parenting.

170
BENEFICIARIES

HEALTH



ENFIELD

Nova New Opportunities

Project – Nova New Opportunities

ASPIRATION

Our funding will provide a range of activities for local young people to allow them to explore nature, science, the arts, sports and nutrition, to access new opportunities and broaden horizons, increasing their confidence and wellbeing.

720
BENEFICIARIES



STOCKTON

Daisy Chain Project Teesside



Project – Daisy Chain Project Teesside

Our funding will support the delivery of healthy meal workshops to reduce the impact of deprivation and health inequalities for young people with a diagnosis of autism, helping improve family life and strengthening independent living skills.

320
BENEFICIARIES

HEALTH

HEAD OFFICE

BWFC



Project – BWFC (Bolton Wanderers Community Trust)

Our funding will support disadvantaged young people through a combination of physical and social activities, helping to increase their aspirations and skills together with levels of confidence and self-esteem with autism.

40
BENEFICIARIES

ASPIRATION

BELLSHILL

PEEK

Project – PEEK



Our funding will help support children and young people through play and sports sessions and provide opportunities to develop leadership skills through volunteering opportunities. Young people will learn new skills, increasing their confidence and self-esteem.

650
BENEFICIARIES

ASPIRATION

NATIONAL PARTNERSHIP WITH CRUK



WE BEGAN OUR PARTNERSHIP WITH CANCER RESEARCH UK BACK IN 2015 AND THE SUPPORT OUR PEOPLE HAVE SHOWN FOR THE CHARITY OVER THE YEARS HAS BEEN INCREDIBLE, SURPASSING ALL EXPECTATIONS.

SMASHING OUR TARGET

In the last year we've raised **£434,243** collectively through employee and company donations, bringing our overall fundraising total to a fantastic **£1,810,154!**

This outstanding achievement is all down to the efforts of our people across the business who have taken on a range of fundraising challenges and activities.



Burnley take on Tough Mudder



Head Office and Bolton team take on Wigan Race for Life



Team Eastwood V Snowdon

DONATION STATIONS

People across our business continue to generously donate to our CRUK donation stations that are situated at every site. The stations have proven to be a great way for people to donate good quality clothing and homeware that can be sold at CRUK outlets. Over the past year, **£137,728.80** has been raised through donation stations alone.



WE'VE RAISED £1.8 MILLION!

TEAM FUNDRAISING

Not only do our people take on challenges on an individual level, they join forces as a team to make a difference. Challenges include sponsored walks, runs, swims and cycles as well as Race for Life events amongst many others.

A team from Head Office and Bolton Bakery, including our very own Brett Warburton donned their trainers to take on the Wigan Race for Life, raising over **£3,000** for CRUK.

A team of 11 from Burnley took on the Yorkshire Tough Mudder Challenge this summer, facing mud, water and electricity to raise **£3,133** for CRUK.

This summer, a team of epic explorers from Eastwood braved the elements to climb Mount Snowdon, raising **£4,303** for CRUK.

INDIVIDUAL FUNDRAISING

We're hugely proud of the efforts our people go to and the challenges they take on to raise vital funds for the charity. During the past year, once again our people have gone above and beyond. Liz Forrest from

Head Office completed not one, not two, but 14 Race for Life events this summer, comprising nine 5ks and five Pretty Muddy events, totalling 43 miles.

Liz took on her epic challenge to raise funds for CRUK because her mum was undergoing chemotherapy treatment. Liz has raised **£899**.



Warburtons employees across the UK appear unstoppable in their ability to come together and raise the bar higher every year of our hugely successful partnership, which has now raised more than £1.8 million for life saving research. We were delighted to see this passion and dedication recognised at Cancer Research UK's Flame of Hope Awards 2019 where Natalie, Community Health and Wellbeing Manager, was awarded joint winner of Corporate Charity Champion of the Year Award, and Warburtons Charity Champions were awarded a special commendation in the Corporate Fundraising Team of the Year category. We are enormously grateful to every Warburtons employee across the UK who are involved in partnership activity because every pound raised helps us to accelerate our progress and save more lives. Thank you, together we will beat cancer.

Michelle Mitchell OBE, Chief Executive Officer, Cancer Research UK

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

CAF

Charities Aid Foundation

CAF works with the world's leading brands, like Warburtons, to deliver corporate giving with impact. Every year we support the distribution of hundreds of millions of pounds worth of donations to thousands of charities in the UK and around the world.

Throughout our partnership to support the delivery of Warburtons Community Investment strategy, the business has been committed to being accountable, transparent and sustainable in how they support communities. We can confirm once again that the figures stated in the report are accurate and reflect Warburtons dedication to their communities.

Warburtons
Family Bakers

If anyone has any questions regarding this report, please contact
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www.warburtons.co.uk/corporate/responsibility/community