

Financial Giving Policy



Our financial giving is aimed at supporting projects, activities and organisations that have charitable aims and will be of real direct benefit to families. The support we provide should reach charities and organisations delivering work which aligns with our priorities and has a direct and tangible social impact on families.

We will support organisations that focus on solving significant social issues, as defined through our Community Investment Strategy, 'Families Matter'.

Our Commitment

We are committed to creating the maximum impact for families. This means we will give funding to those organisations that are focused on creating lasting change in the outcome areas we have identified and can provide evidence of the impact of their work.

Our Priorities

Our principle aim of funding is clear; it is to focus on supporting families that need the help the most in a way which adheres to our principles of Transparency, Trust and Transformation.

Our specific areas of focus and their associated outcomes are below:

Focus area	Description	Intended outcomes
Health	Supporting families to care for each other and lead healthier lives	Improving physical health
		Improving wellbeing
Place	Supporting families to flourish in communities that are safer, greener and more inclusive	Making spaces safe and inclusive
		Connecting communities with the environment
Skills	Supporting families to gain useful skills for life and work	Developing useful life skills
		Developing useful skills for employment

Our Funding Structure

Types of Funding	Purpose of Grant	Funding Limits
Community Grants	Community Grants aim to provide groups, working towards one of our outcome areas, with small amounts of funding to support ongoing activities. They can be used for something specific that will benefit the cause e.g. buying equipment to support an employability project etc. Employees of Warburtons are able to apply on behalf of organisations if they are actively involved with them (e.g. they are a volunteer, trustee, active supporter).	Up to £400
Development Grants	Development Grants aim to provide a pipeline for trusted Community Grant recipients to design and trial small projects with the view to scaling them. Funds can be used for piloting new ideas that will benefit families and communities. Grantees must be able to identify and report on the social impact in an in-depth manner and be time limited to enable this.	Up to £3,000
Project Grants	Project Grants seek to fund a clear, identifiable project over two years that can be attributed to our support. Funds can be used to scale up existing activities which are proven to deliver positive impact, or try ambitious new projects. Grantees must be able to identify and report on the social impact in an in-depth manner and be time limited to enable this. If possible, we would welcome projects to involve Warburtons employee volunteers.	Up to £20,000 over two years.

Our Community Reach

Types of Funding	Reach
Community Grants	Provided throughout England, Wales and Scotland and is an open process via our website.
Development Grants	Projects should take place with 15 miles of our sites and is a closed process. The organisation can be based outside of that area provided the project is delivered within 15 miles of our site(s).
Project Grants	Projects should take place with 15 miles of our sites and is a closed process. The organisation can be based outside of that area provided the project is delivered within 15 miles of our site(s). From time to time, projects may be supported from the Centre which extend beyond 15 miles (see Exceptions, below).

Eligibility

Financial giving shall be for not-for-profit organisations with charitable purposes only. We will fund organisations that deliver activities which fit within the three focus areas of Families Matter, stated above as *Our Priorities*: Health, Place and Skills.

Further details on the focus areas with illustrative examples of relevant activities are available on the Warburtons website.

Ineligibility

In order to focus our support most strongly, we do not support individuals, nor do we support:

- Organisations that:
 - are not charitable and do not operate on a not-for-profit basis
 - are not based in and working in England, Wales or Scotland
 - discriminate on the basis of race, creed, gender, sexual orientation, age, religion or national origin
 - primarily promote political or religious viewpoints to their beneficiaries
 - primarily focus on animals
 - solely seek support for salaries. However, we will consider funding a proportion of a salary or sessional worker fees where these are directly linked to funded project delivery
 - use the funds to make grants, bursaries or financial donations to other organisations or individuals
 - solely seek to purchase something (e.g. the buying of a building or other significant purchase), except small items within Community Grants
 - are unable to supply appropriate registration and financial documents, bank details and personal details of trustees/directors
 - cannot report back effectively on outcomes
 - may be potentially harmful to the Warburtons business

- Activities or projects that:
 - have a negative impact on the environment
 - benefit Warburtons' commercial business
 - have already taken place
 - are for sponsorship, advertising and promotion alone, which primarily generate commercial returns
 - need raffle prizes (though we can provide a donation for a raffle prize or a cause, but we cannot provide goods ourselves)

- Individuals (as opposed to groups, teams or communities) that seek:
 - educational bursaries e.g. assistance to individuals for school, research projects, travel costs or college and university fees
 - third party fundraising (e.g. sponsoring an individual to complete a challenge)

Exceptions

The Chair of the Community Investment Committee with the Community, Health & Wellbeing Manager will decide on all exceptions. These will include patronages, or other such activities.

In limited cases, the Community, Health & Wellbeing Manager can authorise support for projects outside of the 15-mile radius with agreement with the Chair of the Community Investment Committee. Such projects will require benefits for both the community and the business as a result of making this exception.

Reporting

All community activity must be tracked; all organisations who wish to engage with Warburtons must agree to provide feedback to Warburtons on the outputs and outcomes of the Community, Development or Project Grant.