

COMMUNITY INVESTMENT REPORT

2019 / 2020

SUPPORTING COMMUNITIES



DONATION

RISE
SUPPORT
STRIVING FOR HUMANITY

Registered Charity No: 1186802

WWW.RISESUPPORT.ORG.UK



- SUPPORTING THE NEEDS OF THE UK
- HELPING INDIVIDUALS TO COME SELF SUSTAINABLE
- SUPPORTING OUR COMMUNITIES
- WATERWELL

Warburton's
Family Bakers

TOGETHER WE CAN MAKE A DIFFERENCE

WELCOME TO Warburtons COMMUNITY INVESTMENT REPORT



We have always believed in supporting our local communities and have done so for many years now. However, over the past year, with the pandemic, it has been more important than ever to do all we can to reach out to those in the community who need our help the most.

As a business, we've been incredibly agile and have adapted many of our initiatives to respond to the ever changing circumstances. The achievements shared in this report were only possible because of the hard work, flexibility and commitment of all our colleagues, across all our sites.

This year, many families have struggled to put food on their table, so I'm extremely proud of our colleagues up and down the country for working together to donate more than one million products to the community. Our products reached thousands of families and organisations at a time when they were needed the most.

Many charities also suffered this year as their income levels reduced and fundraising initiatives were cancelled. We know how vital our funding is and we've continued to support our charity partner Cancer Research UK, as well as many other charities and community groups with additional donations, in addition to our people finding even more creative ways to raise funds.

Everyone across our business has played a part in the success stories in this report. We know it has been a hugely challenging year for many and thank everyone involved for helping us make such a big difference to so many lives.

With my thanks and very best wishes,

Brett Warburton Executive Director



The pandemic has brought about unprecedented challenges for families and society and our support this year has been vital, reaching the very heart of our communities.

Our Community Investment Strategy, Families Matter, has always focused on tackling key challenges and providing opportunities for families.

This year, we've looked closely at our strategy and have made some changes to make sure it is future fit. You can read more about our new approach in this report.

Despite the difficulties we've faced this year, our people across all our sites have gone above and beyond to support our communities in many different ways.

This ranges from payroll giving, to product donations, to sharing skills for the benefit of others. This ongoing effort has made a huge difference to so many organisations, charities and families.

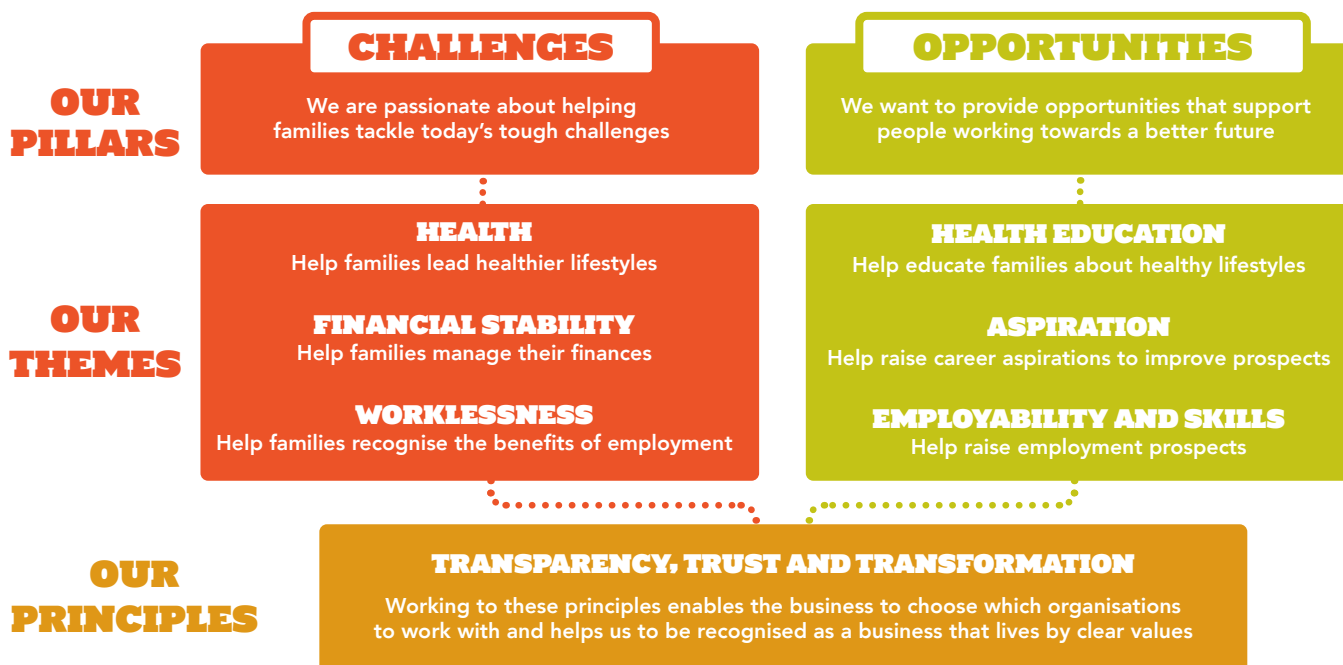
We know that the months ahead will be challenging and have a programme of activity lined up to make sure we continue to have maximum impact. I look forward to sharing the results with you.

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. We've updated our overall strategy for 2020/2021, find out more on pages 14-15 of this report.



SUPPORTING OUR COMMUNITIES

A SUMMARY OF OUR ACHIEVEMENTS IN 2019/20



£474,670

DISTRIBUTED TO
CHARITIES AND
COMMUNITY GROUPS
SUPPORTING

61,982

DIRECTLY

OF WHICH
£300,000
DONATED TO
COMMUNITIES
IN RESPONSE TO
THE PANDEMIC

THIS INCLUDES:

£40,000 EACH

TO AGE UK,
ST JOHN AMBULANCE
AND
HOME START-UK

PRODUCTS
DONATED
TO THE COMMUNITY



1,204,178

PEOPLE
SUPPORTED

815,030

ORGANISATIONS
SUPPORTED

1,381

OVERALL

PEOPLE
SUPPORTED

937,101



ORGANISATIONS
SUPPORTED

2,246

£16,289
DONATED THROUGH



**MATCHED
FUNDING**

OF WHICH
302,510

PRODUCTS
WERE DONATED
THROUGH OUR



FareShare
fighting hunger,
tackling food waste

PARTNERSHIP

NATIONAL SCHOOL
VISITOR PROGRAMME

99.7%

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

WORKSHOPS
DELIVERED

901

(Sept 2019
to March 2020)

CHILDREN
SUPPORTED

25,752



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

£307,521



£34,920

DONATED BY OUR
EMPLOYEES THROUGH
PAYROLL GIVING

OUR INVESTMENT INTO COMMUNITIES

WE ARE COMMITTED TO HELPING IMPROVE THE LIVES OF PEOPLE IN COMMUNITIES ACROSS BRITAIN.

We have a range of programmes led by the business 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

Product donations were more important to local communities than ever before in 2020 and our people worked hard to get our products to those in most need.

IN TOTAL WE:

- ▶ Donated **1,204,178** products – a massive **51%** more than the year before – to **1,381** organisations across Britain
- ▶ Including **303** breakfast clubs with **270,782** products – **22%** more than the year before

- ▶ Including **96** foodbanks with **282,103** products – a **39%** increase on the year before

Overall, **815,030** people have benefited from the products we've donated.

Our teams across the country have gone above and beyond to donate our products directly to organisations and charities in local communities that were most in need. They reached hospitals, hospices, schools and charities to name just a few.

MAKING A DIFFERENCE

The team at Tuscany Park delivered 800 products to St James's University Hospital in Leeds every Monday and Thursday. They were distributed to key frontline NHS workers.



Our Bristol bakery team delivered an amazing 800 units a week to Southmead Hospital to support key workers.



Our people at Squires Gate organised regular product donations to Blackpool Food Partnership, to help the charity provide food parcels to those in need in the local area.



Thetford depot teamed up with Norfolk County Council to provide 140 loaves every day to help feed vulnerable people in the Norfolk community.

FINANCIAL GIVING

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

During the twelve-month period we substantially increased our financial support to reflect the challenging climate brought about by the pandemic. Our support has been needed more than ever before and it has been fantastic to see the impact of our programme on the organisations we work with and the thousands of people they support.

OVER THE LAST YEAR:

- 👍 **WE'VE GIVEN A TOTAL OF £474, 670 IN FINANCIAL DONATIONS**
- 👍 **SUPPORTING A MASSIVE 425 ORGANISATIONS THROUGH OUR COMMUNITY GRANTS, PROJECT GRANTS AND COVID RESPONSE GRANTS RANGING FROM £250 TO £40,000**
- 👍 **OVERALL, OUR DONATIONS HAVE HELPED 61,982 PEOPLE – AN INCREASE OF 222% COMPARED TO LAST YEAR!**

We recently changed our approach to grant giving in line with our new Families Matter strategy. You can read more about this on pages 14-15.

Supporting vital lockdown services

Our Covid support grant of £400 to WAVE Adventure near our Bolton site helped the organisation run 1:1 activity sessions for young people and vulnerable adults experiencing high levels of anxiety and isolation during COVID-19. The funds helped the team purchase extra equipment and pay for repairs so they could loan out bikes to ensure individuals facing disadvantage could exercise.



HOME-START SOUTH AND WEST DEVON DONATION: £7,000 GRANT

FAMILIES MATTER OUTCOME: IMPROVING WELLBEING

- 👍 **DIRECT BENEFICIARIES: 140**
- 👍 **NUMBER OF PEOPLE REACHED INDIRECTLY: 500**

Our funds were used towards the salary cost of a coordinator who trains and supports peer mentoring volunteers and matches them to a family experiencing difficulties. Our grant meant the organisation was able to continue to offer its support at a time when many services were unavailable and when parents were facing increased isolation, poor mental health and financial difficulties.

“



“The grant was awarded quickly and at a time when we really needed it in order to meet the increased demand for our service. It enabled us to continue to deliver a lifeline to families at a very difficult time.”

Andrea Chandler
CEO

”

REACHING LOCAL COMMUNITIES WITH FARESHARE PARTNERSHIP

We have been working in partnership with FareShare since June 2019, helping the charity in its mission to fight hunger and food waste.

In the financial year 2019/20 we donated **213 tonnes** of food, which equates to over half a million (**507, 269**) meals! By teaming up with the charity to redistribute these products, we have supported thousands of families across Great Britain .

Throughout the Covid crisis we donated almost **250,000** units – an incredible achievement at a time when we were facing unprecedented challenges. FareShare ensured these products reached some of the most vulnerable people in our communities.

We are committed to continuing our work with FareShare, supporting our local communities through product donations and reaching as many people as possible.



"The donations we have received from Warburtons have been invaluable to the work we do here at FareShare. Because of the crisis more vulnerable people are in need of food than ever before. Warburtons' support has been a lifeline to those in need, allowing us to provide vital food supplies for communities across the UK, including older people and families facing significant financial hardship."

Ashley Davies,
Commercial Manager | Fareshare



CHANGING LIVES FOR THE BETTER

We are working with charity Achievement For All (AFA) to enable it to deliver its Achieving Schools Programme to underachieving children in ten schools in the Bolton area.

AFA aims to improve the academic and social outcomes of primary school pupils. Our funding allowed the charity to recruit experienced coaches to work with schools and continue to provide a 12-visit model of delivery focusing on leadership, teaching and learning, widening opportunities and parent and carer engagement.

The Programme has received excellent feedback and had a huge impact on the children taking part.



“

“Senior leaders report a cultural shift in attitude and willingness to develop and collaborate.”

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

“Child A’s behaviour has improved, parents more engaged with school and child able to access the curriculum and learning opportunities.”

”



Whilst the impact of Covid affected AfA's ability to continue the programme in schools as planned, where possible, online virtual support has been provided and by September most coaches had reengaged with their schools.

We are proud to support charities such as Achievement for All that have such a far-reaching impact on children and their wider schools.

SCHOOL VISITOR PROGRAMME

Our School Visitor programme has been running in its current format for eight years, and during that time, we have reached thousands of children through workshops in schools across Britain.

Our team of 22 School Visitors delivered practical sessions, aligned to the national curriculum, that teach KS1 and 2 pupils about everything from the importance of a balanced diet and healthy eating to food waste.



Despite 2020 being an unprecedented year, our team of School Visitors worked extremely hard to deliver valuable sessions for thousands of children between September 2019 and early March 2020. Unfortunately however, the global pandemic, and resulting school closures, meant we were unable to carry out our further visits during the 2019/2020 academic year.

The sessions that were delivered were well received by teachers with 95% rating the overall experience as excellent and 99% saying they had seen an improvement in childrens' understanding of healthy eating, food safety, food preparation and cooking.

BETWEEN SEPTEMBER 2019 AND MARCH 2020, WE:



Reached **25,752**
CHILDREN



Carried out **901** visits to
493 different schools



99.7% of schools visited
rated the session '**GOOD**' or
'**EXCELLENT**'

We work closely with The British Nutrition Foundation to support the management of our programme. The Foundation ensures our programme is being delivered consistently and identifies areas of good practice and areas for development.

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

- The children loved the whole process from the info to wearing the hairnets to making and eating their sandwich.

**Class teacher,
Glasgow.
19 November 2019**

The session was excellent, the pupils enjoyed it enormously. Warburtons staff - absolutely fantastic with all pupils! Very well organised.

**Class teacher, Pontypool,
20 September 2019**

OUR INVESTMENT INTO COMMUNITIES

PAYROLL GIVING



Our Payroll Giving scheme allows our people to make regular donations to a charity of their choice in a simple way.

Over the last year:

- ▶ **561** people donated to a chosen charity through payroll giving
- ▶ Together, our people have given **£34,920** to organisations



“



“My chosen charity is Cystic Fibrosis Trust. Both my birth children have this condition. It's been hard keeping both my children well, when they were young they would regularly be admitted into hospital for intravenous antibiotics and the slightest cold would send us all into dread due to the consequences and implications involved. Life expectancy at the moment is mid 30s.”

Ian Walker – Asset Care Lead Engineering – Bristol Bakery

”

MATCHED FUNDING



All our people can apply for matched funding to help them raise even more money for charities of their choice. We will support individual and team fundraising activities. This could be anything from sponsored walks, to cycle challenges and growing a moustache!

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

👉 **OUR BUSINESS HAS MATCH FUNDED 54 OF OUR PEOPLE DURING THIS YEAR**

👉 **GIVING £16,289 TO BOOST THEIR FUNDRAISING EFFORTS**



James takes on cycle challenge

In September, James Canham, from our Thetford site, cycled 55 miles from London to Brighton in support of the Cystic Fibrosis Trust. James raised a fantastic **£505** with an additional **£250** in matched funding.

SUPPORTING LOCAL COMMUNITY PROJECTS

Investing vital funds into our local communities has never been more important, as organisations and charities struggle to adapt and run with reduced fundraising support and increased demand. As a family business, we've had to adapt the way in which we support charities and organisations to suit the current situation. As ever, our people have pulled together to provide significant support on a national and regional level.

PROJECT GRANTS



PEEK

Possibilities for Each and Every Kid:
Playbourhood – Bellshill and Aberdeen

INVESTMENT: £10,000

Prior to the pandemic, our funds enabled the team to deliver 202 outdoor play sessions and one play event to children in the community. These sessions were aimed at giving the children and young people involved increased confidence and self-esteem, allowing them to take on new challenges and broaden their horizons. The sessions also increased their physical activity which improved not only their physical health but their mental and emotional health too.

DIRECT BENEFICIARIES: 168



DAISY CHAIN

Healthy Living project – Stockton

INVESTMENT: £10,000

Our funds allowed the organisation to renovate their kitchen, making it a fit-for-purpose space where beneficiaries with autism were able to learn how to cook and the importance of healthy eating and nutrition. Through a series of practical workshops, the children were able to develop their practical, social and teamwork skills, while also giving them the opportunity to try new things.

DIRECT BENEFICIARIES: 63

COVID GRANTS



AGE UK

- Nationwide

INVESTMENT: £40,000

Our funds went directly to the emergency Coronavirus Appeal to help the charity be there for older people that are most in need during the pandemic. The vital donation went straight to the front line to enable the charity to support hundreds of thousands of older people and their families through their national advice line, friendship calls to lonely older people as well as community support.



HOME-START UK

- Nationwide

INVESTMENT: £40,000

Our investment enabled the charity to transform its support offering to ensure they could continue to carry out their vital work remotely with families in the community. The funds went towards providing emergency supplies such as food and clothing, supporting staff and volunteers' expenses, as well as IT and equipment to allow families to work and communicate from home safely.

SUPPORTING OUR LOCAL COMMUNITY PROJECTS

In 2020, supporting our organisations and charities in our local communities with project grants was more important than ever. Collectively we supported 13 projects across all sites with an investment of over £128,000.

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

Bristol

Environmental Vision

Project – The Community Apprentice KS4

Our funding will once again allow Envision to provide disadvantaged young people with training workshops to boost self-confidence and develop employability skills.

26
BENEFICIARIES

EMPLOYABILITY AND SKILLS

North East

Toby Henderson Trust

Project – Mini MATES, MATES Juniors, MATES Seniors and Siblings superstars

Our funding will enable the charity to adapt its services so it can continue to support children and young adults with autism, their families, and carers in the North East.

90
BENEFICIARIES

The Toby Henderson Trust
The Doorway to Early Action in Autism

HEALTH

tuscany park

Eastmoor Community Project

Project – Self Raising – Raising Aspirations

Our support will allow the organisation to continue cooking sessions with young people, vulnerable adults and people who struggle financially while also aiming to help raise the aspirations of those who may see limited futures.

42
BENEFICIARIES

EASTMOOR
COMMUNITY PROJECT LTD

EMPLOYABILITY AND SKILLS

Bristol

Step together Volunteering

Project – Bristol Peer Ambassador Scheme

Our funding will help support young care leavers and help provide formal youth leadership opportunities to help them develop their skills and opportunities.

24
BENEFICIARIES

STEP TOGETHER
COMMUNITY PROJECT LTD

EMPLOYABILITY AND SKILLS

BURNLEY

Sport Works

Sportworks
ENGAGE • INSPIRE • ACHIEVE

Project – Families Together Burnley

Our support will help provide weekly sports activities, sports leader qualifications as well as healthy living guidance to improve physical and mental health to vulnerable people in the community, on a budget.

40
BENEFICIARIES

HEALTH

Bolton

Bolton Young Persons Housing Scheme
(now known as Backup North West)

60
BENEFICIARIES

Project – Mental Health Service

Our support will provide the organisation with a mental health practitioner to help those who are struggling with their mental wellbeing during lockdown.



HEALTH

Bolton

Crossroads Together
(now known as Crossroads Care Cheshire, Manchester and Merseyside)

100
BENEFICIARIES

Project – Musical Memories

Our funding will provide an entertaining and inclusive music and singing experience for those people living with memory loss as well as their families and carers. It will bring a welcome opportunity to socialise and interact in a safe environment.



HEALTH

north east

Health Works Newcastle Healthworks
the community health charity

Project – Holiday Family Fun & Sensory Offer

Our support will provide educational and engaging holiday sessions for families in local communities to enjoy together and get children away from electronics. Sessions include learning about the police, fire, recycling and healthy eating.

150
BENEFICIARIES

HEALTH

Eastwood

Children First Derby

Project – Regular mentoring within a new 3-tier mentoring service

Our support will help mentor 20 vulnerable young people for 6 months to enable them to develop and grow their skills base and improve confidence.



20
BENEFICIARIES

EMPLOYABILITY AND SKILLS

ENFIELD

Nova New Opportunities

Project – Digital explore nova
new opportunities

Our funding will enable the team to deliver a range of online and offline educational activities covering subjects such as nature, science and the arts. The offering also evolved to include virtual English and Maths lessons for KS2 pupils.

200
BENEFICIARIES

EMPLOYABILITY AND SKILLS

tuscany park

The LS14 Trust

Project – The Paybox 2.0

Our support will enable the continued running of the venue that hosts engaging activities for the community and aims to develop events and sessions to take place to further help those in the local community.

300
BENEFICIARIES

EMPLOYABILITY AND SKILLS

WEDNESBURY

Access to Business

Project – New Horizons

Our funding will help launch a new employability project to help support and provide services for those who have been affected by unemployment as a result of COVID-19.



60
BENEFICIARIES

EMPLOYABILITY AND SKILLS

BELLSHILL

UTHEO

Project – Community Café Response

Our funding will provide much needed materials and equipment to refurbish the community café, an important part of the local community which charity FareShare also operates from.



300
BENEFICIARIES

HEALTH

NATIONAL PARTNERSHIP WITH CRUK



CANCER
RESEARCH
UK

BACK IN 2015 WE TEAMED UP WITH CANCER RESEARCH UK AND PLEDGED TO RAISE FUNDS TO HELP THEM CARRY OUT THEIR LIFESAVING WORK

In that time our people have been raising money through all sorts of individual and team initiatives. We know that this year has been particularly tough for charities like CRUK who have lost fundraising income due to the pandemic. In July 2020 we celebrated reaching our £2M milestone!

SMASHING OUR TARGET

We are more committed than ever to our partnership and are working hard to raise money any way we can. We won't stop until we reach our fundraising goal of **£2.5M**.

It's been fantastic to see how so many of our people have adapted their fundraising efforts to stay socially distanced.



PRETTY MUDDY FUNDRAISING

In September 2019, a team of eight from Wednesbury Bakery took part in the Sandwell Valley Pretty Muddy in aid of CRUK.

Heather Lowe, Finance Manager and Community Champion said: "I won't say a great day was had by all - after all we got wet and muddy! However, we did raise funds for a very worthwhile cause."



With matched funding, the group raised a total of **£3,311.50**, a fabulous effort from the team at Wednesbury!

WE'VE RAISED £307,521!

DONATION STATIONS

Our donation stations, situated at all our sites, are helping to raise even more funds for CRUK. People have been donating good quality clothing and homeware which are then sold at CRUK outlets.

Over the past year, over **4119** bags have been collected raising a total of **£93,913**.



'When we set out on our partnership over 6 years ago, with an initial target of £300,000, we could never have predicted how successful our partnership would become. In 2020, despite a turbulent year, we were delighted to celebrate Warburtons reaching the amazing £2 million milestone. It shows how far we have come together and how committed Warburtons are to beating cancer.'

Cancer Research UK is the world's leading cancer charity dedicated to saving lives through research, influence and information. We support research into all aspects of cancer through the work of over 4,000 scientists, doctors and nurses. This pioneering work into the prevention, diagnosis and treatment of cancer has helped save millions of lives. Thanks to you, we've helped double cancer survival in the last 40 years. Today, 2 in 4 people survive the disease. Our ambition is to accelerate progress so that 3 in 4 people survive cancer by 2034.

Although the pandemic has slowed us down, we remain steadfast in our mission to bring forward the day when all cancers are cured. We will get through these challenging times ahead thanks to the generosity of supporters like Warburtons. The £50,000 donation made by Warburtons early in the pandemic, in lieu of employee fundraising, was very gratefully received at a time when we needed it most.

Thank you to every employee at Warburtons - your support is helping us to get back on track and save more lives. We are absolutely determined to continue our research to create better treatments for tomorrow. Now more than ever, we need your continued support. Together we will still beat cancer.'

Michelle Mitchell OBE | Chief Executive Officer | Cancer Research UK

FAMILIES MATTER



OUR NEW APPROACH

As a family owned business, we recognise that families are key in growing strong communities. We also understand that families come in many forms and can include groups with shared values, interests or experiences.

We launched our Community Investment Strategy Families Matter back in 2012 to ensure families remain at the heart of our business. The Strategy aimed to have a meaningful impact on our local communities whilst at the same time bringing value to our people and our business.

Over the years, through Families Matter, we have supported thousands of families across Great Britain in a number of ways, through financial giving and product donation to support our local communities.

REVIEWING OUR STRATEGY

We recently carried out a full review of our strategy to make sure it was working as effectively as possible. We looked at social trends across Great Britain to understand social needs, we developed site profiles to look further into what was needed around particular site locations and we looked at the way we were making grants.

Following the review, we came up with a new approach which is future fit. We now have three focus areas: Health Place and Skills:



OUR GRANT MAKING APPROACH

Following our review, we've changed our approach to grant making. Our new approach will help us develop a pipeline of applications with established partners, so we grow our relationships with them over the long term.

By providing longer term funding we hope to provide more certainty for the organisations we work with so that our grants have maximum impact.

COMMUNITY GRANTS	DEVELOPMENT GRANTS	PROJECT GRANTS
Small discrete grants to support ongoing activities	Larger grants to support trial projects and innovation	Clear, identifiable ideally two-year long projects
UP TO £400 SELECTED BY CHAMPIONS	UP TO £3,000 SELECTED BY CHAMPIONS	UP TO £20,000 SHORTLISTED BY CR TEAM, SELECTED BY CHAMPIONS
Available nationally via website, proportion of budget allocated to sites' key focus area	Closed process, nominated by Champions and identified from impactful Community Grants	Closed process, applicants identified from impactful Development Grants
AVAILABLE ANNUALLY, QUARTERLY APPLICATION WINDOWS	BIENNIAL PROGRAMME, AVAILABLE IN YEAR 1 – WITHIN 15 MILES	BIENNIAL PROGRAMME, AVAILABLE IN YEAR 2 – WITHIN 15 MILES

OUR COMMITMENT

Our new Families Matter Strategy embodies all our Values: **Family, Responsibility, Ambition, Quality** and **Care**.

Our new approach will help us continue to reach and support areas and those with the greatest need.



FAMILY. AMBITION. RESPONSIBILITY. QUALITY. CARE.



CAF works with the world's leading brands, like Warburtons, to help them put their purpose into practice and deliver impact. Throughout our multi-year partnership to support its Community Investment strategy, Warburtons has been committed to being accountable, transparent and sustainable in how they support communities.

It has been an unprecedented year for businesses and throughout it Warburtons has stayed committed to delivering on its strategy and ensuring the vital distribution of funds to charities in its communities. We can confirm once again that the figures stated in the report are accurate and reflect Warburtons dedication to their communities.



If you would like further information about this report, please contact
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**[www.warburtons.co.uk/our-company/sustainability/within-the-community/
community-investment-reports/](http://www.warburtons.co.uk/our-company/sustainability/within-the-community/community-investment-reports/)**