

COMMUNITY INVESTMENT REPORT

2020 / 2021

SUPPORTING COMMUNITIES



Family Bakers
Warburtons

WELCOME TO WARBURTONS COMMUNITY INVESTMENT REPORT



As a fifth-generation family business, our Families Matter strategy is at the heart of everything we do. We have continued to invest in our communities and to support those who need it the most, so I am delighted to share our community investment achievements from our last financial year.

Over the past year, the pandemic has continued to impact our communities and I'm proud that our colleagues have worked together to reach as many people as possible, through a variety of community investment initiatives. Our combined efforts have supported more than a million people and more than 1,000 organisations. A truly fantastic achievement.

Because of the pandemic, many charities have sadly struggled to reach their fundraising targets, but we have continued to support charities where we can through payroll giving and other fundraising activities.

Over the past year we have also donated more than £300,000 to our charity partner Cancer Research UK - indeed, we are particularly proud to say that we have now surpassed our

fundraising target of £2.5m. I know that every penny is hugely appreciated.

Our education programmes are also core to our Families Matter strategy and over the past year, teams from across the business have worked hard to develop our "Bake the Most of Life" programme. You can read about the interactive programme on pages 14-15 and there are exciting plans in the pipeline to make sure we now reach as many schools and families as possible.

All the fantastic achievements outlined in this report are only possible through the hard work and commitment of all our people.

Thank you for helping us to have such a big impact on so many lives.

Best wishes,

Brett Warburton

Brett Warburton Executive Director



It is once again fantastic to be able to share the achievements of our people across our sites in this Community Investment Report. Our Families Matter strategy has always focused on tackling challenges and providing opportunities and over the past year we've worked closely with local communities and have supported thousands of families.

Product donations have been more important than ever as many families have struggled to put food on the table due to the challenges presented by the pandemic. I'm proud that our teams across the country have worked together to support more

than a million people with product donations, providing more than 1.4million products in total.

Thank you to our people from across our business for the continued efforts which have culminated in the achievements outlined in this report. We have a programme of initiatives planned for the year ahead and will continue to support those most in need.

Best wishes,

Neil Campbell

Neil Campbell Managing Director

OUR STRATEGY

Our new Community Investment strategy launched at the start of 2020/2021.

Our new approach is future fit with three focus areas: Health Place and Skills.



OUR PRINCIPLES

TRANSPARENCY, TRUST AND TRANSFORMATION

Working to these principles enables the business to choose which organisations to work with and helps us to be recognised as a business that lives by clear values

SUPPORTING OUR COMMUNITIES

A SUMMARY OF OUR ACHIEVEMENTS IN 2020/21



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

£304,415

£28,458
DONATED THROUGH



**MATCHED
FUNDING**



**WHEAT
EDUCATION PROJECT**

400

DISCOVER WHEAT
BOXES DELIVERED TO
152 SCHOOLS

10,650

CHILDREN TOOK PART IN
ONLINE AND CLASSROOM
ACTIVITIES

OVERALL

PEOPLE
SUPPORTED

1,148,739



ORGANISATIONS
SUPPORTED

1,047



£41,619

DONATED BY OUR
EMPLOYEES THROUGH
PAYROLL GIVING

PRODUCTS
DONATED
TO THE COMMUNITY



1,472,548

PEOPLE
SUPPORTED

1,098,805

ORGANISATIONS
SUPPORTED

682

OF WHICH

615,522

PRODUCTS
WERE DONATED
THROUGH OUR



FareShare
fighting hunger,
tackling food waste

PARTNERSHIP

£228,000

DISTRIBUTED TO
CHARITIES AND
COMMUNITY GROUPS
SUPPORTING

49,920

DIRECTLY



PRODUCT DONATION

One of the 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 **1,472,548** products, benefitting **1,098,805** people and **682** organisations.
- ▶ We supported **279** school breakfast clubs, giving **260,968** products.
- ▶ We supported **130** foodbanks with **393,274** products.

SUPPORTING HOLIDAY HUNGER PROJECT



Last summer we supported Urban Outreach, a charity which provides food for households in crisis, on their Holiday Hunger Project. The project provides lunch for children and young people across Bolton that would normally receive a free school meal. From 26th July to 3rd September, we supplied **5,568** packs of 12 rolls to the project, helping to provide **66,816** meals!

TACKLING FOOD WASTE WITH COMPANY SHOP GROUP

Company Shop Group is at the forefront of the sustainability agenda, with its mission to redistribute business' surplus products that would otherwise go to waste.

We are proud to have partnered with the organisation to help low-income communities across the UK, thanks to the redistribution of our products in Community and Company Shops.

Over the last year, Company Shop Group received 14 tonnes of surplus products from Warburtons, with a total of 26,736 units donated.

SUPPORTING SCHOOLS AND SUMMER LUNCH CLUBS



Our people at our Bristol bakery provided **350 breakfast hampers** weekly to low-income families in the area during the six-week holidays, ensuring parents and their children were given enough nutrition and sustenance every day throughout the summer.

Our Bristol bakery also teamed up with St Thomas Beckett School to raise funds for pupils at their sports day barbecue. Our team delivered a mixture of burger buns and hot dog rolls to help boost sales and raise money for the students after funding had been severely impacted by COVID-19.

“ The stock donations received from Warburtons make a huge difference to our Community Shop members, many of whom struggle to make ends meet. The donations not only allow access to food at deeply discounted prices, but also support our Community Kitchen and Community Hub, giving access to incredible learning opportunities to help get our members back on their feet.”

Diana Thompson,
Head of Ambient at Company Shop Group



We're looking forward to continuing our commitment to fighting food waste, as well as further supporting those in need who can benefit from redistribution.

FARESHARE PARTNERSHIP

REACHES EVEN MORE PEOPLE IN 2021

Our partnership with food and charity network FareShare has continued to grow over the past year. FareShare's mission is to fight hunger and food waste and since the beginning of our partnership in 2019, thousands of our products have been redistributed, reaching families most in need across the UK.

OUR FOOD HAS BEEN RECEIVED BY A NUMBER OF CHARITIES, INCLUDING:

- 👍 **947 CHARITIES SERVING PEOPLE ON LOW INCOME**
- 👍 **504 CLUBS SERVING SCHOOL CHILDREN**
- 👍 **278 SERVICES HELPING PEOPLE EXPERIENCING HOMELESSNESS**
- 👍 **144 COMMUNITY GROUPS SERVING OLDER PEOPLE**
- 👍 **42 ORGANISATIONS SUPPORTING PEOPLE WITH MENTAL HEALTH CONDITIONS**

“

We are very grateful for Warburtons support in helping us get vital food supplies to the thousands of charities and community groups that FareShare provides right across the UK.

This support is needed now more than ever and is making a huge difference to people in our local communities. Thank you for being a longstanding partner and for your continued support both through your surplus food provisions and fundraising efforts.

Lindsay Boswell
CEO, FareShare

”

**IN THE
FINANCIAL YEAR
2020/21
WE DONATED
615,522
PRODUCTS WHICH
EQUATES TO
313 TONNES
OF FOOD!**



**WE ARE
COMMITTED TO
CONTINUING OUR
PARTNERSHIP
WITH REDISTRIBUTION
CHARITIES, SUPPORTING
OUR LOCAL
COMMUNITIES THROUGH
PRODUCT DONATIONS
AND REACHING
AS MANY PEOPLE
AS POSSIBLE.**

FINANCIAL GIVING

Supporting community and charitable organisations, our Financial Giving Programme offers grants that help deliver vital services in communities across the country.

At the start of the pandemic, we increased our financial support to reflect the challenging climate we were living in. It has been wonderful to see the impact of the extra funding we gave to organisations we work with and the thousands of people they support.

Read more about our Development Grants on pages 9, 10 and 11.

OVER THE LAST YEAR:

- **WE'VE GIVEN A TOTAL OF £228,000 IN FINANCIAL DONATIONS**
- **SUPPORTING A MASSIVE 243 ORGANISATIONS THROUGH OUR COMMUNITY GRANTS AND PROJECT GRANTS**
- **OVERALL, OUR DONATIONS HAVE HELPED 49,920 PEOPLE!**

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:

- 👍 **520 PEOPLE DONATED TO A CHOSEN CHARITY THROUGH PAYROLL GIVING**
- 👍 **TOGETHER, OUR PEOPLE HAVE GIVEN £41,619 TO ORGANISATIONS, A 16% INCREASE ON THE YEAR BEFORE**



“

I have been donating to Cancer Research UK for many years now, having first chosen to donate when CRUK was revealed as our chosen charity, and we were shown a video that moved me deeply.

I know of many friends and colleagues who have been affected by this cruel disease, many of whom have went on to lead full and active lives but sadly some that lost the battle.

In February 2019 we lost one of our dear friends and colleague to this cruel disease.

When I donate to CRUK through payroll giving or by other means of fundraising I hope that what I give, gives someone else a chance.

Susan Moore
Bellshill Admin Team Leader

”

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, anything from sponsored walks, cycling challenges, or even skydives!

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

- **OUR BUSINESS HAS MATCH FUNDED 65 OF OUR PEOPLE DURING THIS YEAR**
- **GIVING £28,458 TO BOOST THEIR FUNDRAISING EFFORTS**

TRUDY TAKES TO THE SKY FOR PENDLESIDE HOSPICE

In 2021, Trudy Murton, from our Burnley site took part in a skydive to raise money for Pendleside Hospice – a charity that provides both care and support for people with life limiting illnesses.

Trudy raised a fantastic **£1,055** for the charity, with an additional **£250 in matched funding**.

**£1,055
RAISED**



PLANTING THE SEEDS OF OUR NEW WHEAT EDUCATION PROJECT

In 2020, the **Discover Warburtons Wheat Programme** - in partnership with Country Trust – was cancelled as a result of the pandemic. We needed to think differently about how we could continue to deliver our wheat education programme without farm visits, so we created a pilot project to bring the programme to schools through our Farm in a Box.

Our new project was designed to target schools in areas high on the Index of Multiple Deprivation but where The Country Trust has no presence on the ground, so are unable to offer farm visits. The Discover Wheat Farm in a Box had a 7 minute 'Tour of Oxmead Farm' film for schools to use as an introduction, and each large 12kg box had nine activity cards and associated resources packed into it, including white and spelt flour, grain, sieves, ears of wheat, compost and sand, as well as four bags of sensory materials, wildflower seeds for seed bombs, and more. Our boxes are tailored to curriculum stages EYFS, KS1 and KS2. This is the biggest range we've ever achieved.

Children's feedback:

"I tried making dough for the first time. I felt calm and relaxed!"

"For the first time I tasted some pitta bread – I was really excited!"

The new pilot project was designed to meet new outcomes, such as to create activities and stimulate children's curiosity; provide opportunities for them to develop their confidence; and produce ways for them to explore their world and enable them to make connections with the farmer's world, their school learning and each other.

The project was a huge success and we plan to deliver a hybrid programme of activity, both on farm and in classrooms in summer 2022.



OVER 10,650 CHILDREN TOOK PART, AGED 3-11

400 BOXES WERE SENT OUT

97% OF TEACHERS AGREED THE BOX AND ITS CONTENTS WERE GOOD/ VERY GOOD

93% OF PUPILS SAID THEY HAD DONE SOMETHING FOR THE FIRST TIME

Teacher's feedback:

"It was really great how all the activities linked in; the children could really see how it went from the ground, all the way to what you eat."

"The children certainly had a lot of fun. They loved trying to grind down the wheat, and they loved trying the bread."

Farmer's Feedback:

"It was rewarding and felt good to convey what happens in UK agriculture to a target audience who knew little about farming."

"I was happy to be involved."

"It was a pleasure to assist, especially in giving children a small insight into the world of farming and where our food comes from."

DEVELOPMENT GRANTS

Our Development Grants enable organisations to deliver vital services in communities across the country.

Development Grants aim to provide a pipeline for trusted Community Grant recipients to design and trial small, short term projects with a view to scaling them. Funds can be used for piloting new ideas that will benefit families and communities.

GLENBOIG DOES BEECHGROVE BELLSHILL, ABERDEEN AND MOTHERWELL

**FAMILIES MATTER OUTCOME:
DEVELOPING USEFUL LIFE SKILLS
DIRECT BENEFICIARIES: 72
NUMBER OF PEOPLE REACHED: 150**

Our grant funded 12 hours of 1:1 gardening activities for families, children and young people.

Participants learned how to build and fill raised beds and took part in planting their own flowers and vegetables. Children, young people and their families learned how to cook home grown food using controlled camp fires and Kelly Kettles.

The project took place in a community garden and provided a safe place for participants to relax, improving the physical health and wellbeing of those involved.

SANDWELL PARENTS FOR DISABLED CHILDREN - LOVE FOOD, LOVE COOKING!

**FAMILIES MATTER OUTCOME:
DEVELOPING USEFUL LIFE SKILLS
DIRECT BENEFICIARIES: 326
NUMBER OF PEOPLE REACHED: 101**

The aim of the Love Food, Love Cooking! project was two-fold; firstly to provide nutritious food for families during the school summer holidays and secondly, to support disabled children and their families to develop the skills needed to produce healthy food on a limited budget.

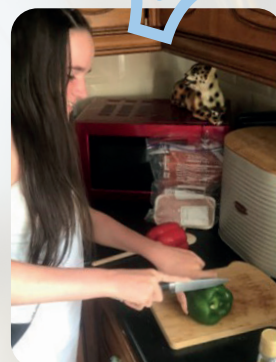
Sandwell Parents for Disabled Children developed three menus containing a variety of healthy snacks and a dessert. During the school summer holidays the charity delivered boxes, containing the ingredients and equipment necessary to cook one menu, directly to each participants' homes.

Staff also produced a recipe book so that all members of the family could participate in the cooking of meals and snacks.

The £3,000 Development Grant from Warburtons was used to buy cooking utensils, equipment and ingredients. 84 families were supported under the project.

"I didn't used to eat carrots and now I love them. My favourite is our home grown potatoes though, I'm going to grow them at home so we never run out."

Alfie, project participant



"The savoury slices are amazing. So much so that we have made them several times. I love it warm out the oven but the others love it cold so we make it and keep in a tub in the fridge for handy healthy snacks anytime the kids are hungry (that is pretty much all 4 of them 24\7!)."

We have loved everything about these boxes. Absolutely everything needed was inside and it was easy to redo the recipes as it is easy (and more important cheap!) to get the ingredients. Do you offer a subscription?"

The Mann family

SUPPORTING OUR LOCAL COMMUNITY PROJECTS

Supporting organisations and charities in our local communities is a key part of our Families Matter Strategy. This year we supported 20 projects across all sites with an investment of £60,000.

HERE IS A ROUND-UP OF THE REST OF THE DEVELOPMENT GRANTS SUPPORTED THIS YEAR:

Bristol

Ambition Lawrence Weston

Project – Lawrence Weston in Bloom

Some of our grant was spent by the resident driven organisation on a bench for the community in memory of one of their members who sadly passed away due to Covid -19. The organisation also held family activities over the summer holidays, carried out community gardening and worked alongside a social housing project to develop their community garden.



CONNECTING COMMUNITIES WITH THE ENVIRONMENT

250
DIRECT
BENEFICIARIES

500
INDIRECT
BENEFICIARIES

JIGSAW Thornbury

Project – Peer support programme

Our investment was used to help set up and pilot a peer support programme for the parents of children with additional needs and disabilities, who experience above average levels of stress and mental-health issues due to their caring-role.



IMPROVING WELLBEING

15
DIRECT
BENEFICIARIES

30
INDIRECT
BENEFICIARIES

EASTWOOD

ShIPLEY Eco-Action Group, working in collaboration with Derbyshire Wildlife Trust

Project – Bee-longing at ShIPLEY Woodside Community Garden

ShIPLEY Eco-Action Group's project aims to install beehives at ShIPLEY Woodside Community Garden and then run educational workshops for local families. Our funding was used to purchase a shed for storing bee equipment.



CONNECTING COMMUNITIES WITH THE ENVIRONMENT

40
DIRECT
BENEFICIARIES

250
INDIRECT
BENEFICIARIES

Age UK Nottingham and Nottinghamshire

Project – SPECIAL day service

Our grant was used to provide SPECIAL training to staff and volunteers, enabling Age UK Notts to re-open the Sybil Levin Day Service as a SPECIAL day service. The SPECIAL method is a particular way of supporting people with dementia to achieve life long wellbeing.



IMPROVING WELLBEING

35
DIRECT
BENEFICIARIES

100
INDIRECT
BENEFICIARIES

Bolton

Bolton Carers Support



Project – Caring is Sharing

Our grant was used to purchase recording equipment for a new series of podcasts and spent on staff training, staff costs (including supporting carers with no previous experience of using technology), fees and promotional costs.

IMPROVING WELLBEING

250
DIRECT
BENEFICIARIES

1K
INDIRECT
BENEFICIARIES

Backup North West



Project – Redds Place (House to Home)

Backup North West spent our grant on fixtures and fittings, decoration and flooring for their temporary supported housing centre

MAKING SPACES SAFE & INCLUSIVE

23
DIRECT
BENEFICIARIES

18
INDIRECT
BENEFICIARIES

north east

Daisy Chain Project Teeside



Project – Daisy in Bloom

Daisy in Bloom is a pilot initiative, whereby young people and adults with autism sow, grow and cultivate flowers within a brand new polytunnel. Our funding was used to purchase materials such as plug plants, soil and hanging basket frames which were used to create hanging baskets which could then be sold.

IMPROVING
WELLBEING

17
DIRECT
BENEFICIARIES

68
INDIRECT
BENEFICIARIES

Eagles Community Foundation



Project – Community Health Hub

The programme was an opportunity for local families to bring their child to a basketball session whilst taking part in a fitness class. Our funding was used on basketball coaching, facility hire, basketballs and fitness equipment.

IMPROVING
PHYSICAL HEALTH

84
DIRECT
BENEFICIARIES

0
INDIRECT
BENEFICIARIES

Young Dads and Lads



Project – Pedalling Parenthood North East

Our grant was used to support a project aimed at providing opportunities for new dads and their children to take part in weekly cycling excursions. The investment was used to purchase bikes, bike trailers and cycling equipment.

IMPROVING
PHYSICAL HEALTH

18
DIRECT
BENEFICIARIES

40
INDIRECT
BENEFICIARIES

WEDNESBURY

Kingswood Trust

Project – Access2Nature



Our support was used to help run the new Access2Nature project launched by Kingswood Trust. The project provided a range of Forest School activities for the benefit of the most deprived local children and families.

CONNECTING
COMMUNITIES WITH
THE ENVIRONMENT

160
DIRECT
BENEFICIARIES

0
INDIRECT
BENEFICIARIES

ENFIELD

CHEXS



Project – Bridge Transition Project

Our grant was used to help fund a mentoring programme for children from targeted vulnerable families transitioning from primary to secondary schools within Cheshunt, Waltham Cross and Enfield.

IMPROVING
WELLBEING

74
DIRECT
BENEFICIARIES

100
INDIRECT
BENEFICIARIES

Playskill



Project – Springboard Pilot Project Extension

Our funding was used to enable the continuation of the Springboard project launched in response to increased demand for Playskill's services and the emerging needs of families with disabled children post-lockdown. The project aims to improve the physical and mental wellbeing of vulnerable families.

IMPROVING
PHYSICAL HEALTH

42
DIRECT
BENEFICIARIES

49
INDIRECT
BENEFICIARIES

BURNLEY

Healthier Heroes CIC

Project – How to be mindful, not mind-full



Our grant was used to help fund a project aimed at improving the mental health and wellbeing of families in Burnley during the pandemic. It helped enable the delivery of online mindfulness, wellbeing and yoga classes.

IMPROVING
WELLBEING

56
DIRECT
BENEFICIARIES

90
INDIRECT
BENEFICIARIES

Action for ASD



Project – Family Training and Support Programme

Our funding was used to provide staff at Action for ASD (autism spectrum disorder) with the training and knowledge needed to deliver support for families struggling with their children's behaviour.

IMPROVING
WELLBEING

50
DIRECT
BENEFICIARIES

200
INDIRECT
BENEFICIARIES

WAKEFIELD

The Youth Association



Project – Life Skills for Young Adults

The Youth Association works in partnership with Wakefield Health Alliance, delivering a project that aims to increase resilience and improve mental health among 16-25-year-olds. Our funding was used to help deliver the Life Skills for Young Adults which supports the transition of young people into adulthood.

DEVELOPING USEFUL
LIFE SKILLS

20
DIRECT
BENEFICIARIES

60
INDIRECT
BENEFICIARIES

The LS14 Trust



Project – Community Transition Project

Our grant was used to help fund a Community Transition Project aimed at supporting vulnerable families to engage with social and physical activities that will improve physical health and wellbeing.

IMPROVING
PHYSICAL HEALTH

150
DIRECT
BENEFICIARIES

300
INDIRECT
BENEFICIARIES

The Valley Project



Project – The Valley Project Family Fun

Our funding allowed the Valley Project to employ a family worker to facilitate weekly whole family outdoor activity sessions.

IMPROVING
WELLBEING

92
DIRECT
BENEFICIARIES

364
INDIRECT
BENEFICIARIES

BELLSHILL

Chris's House



Project – Post Vention Pilot

Chris's House provides crisis intervention for people experiencing poor mental and physical health. Our grant will be used to help fund the completion of the charity's café to be a hub for interventions as well as a drop in space for referred school children who may be at risk of food poverty or deprivation. Due to Covid, the charity has had to push back the completion of the café and subsequent activities.

IMPROVING
WELLBEING

OUR PARTNERSHIP WITH CANCER RESEARCH UK

WE PARTNERED WITH CRUK IN 2015 AND SINCE THEN WE'VE BEEN RAISING MONEY AND SHOWING SUPPORT FOR THIS IMPORTANT CHARITY IN ALL KINDS OF WAYS.

Our people have continued to go above and beyond and once again we've reached a fundraising figure that we could only have dreamed of when the partnership began seven years ago.



High five to
£2.5m!

Warburton's



A HIGH FIVE TO £2.5M!

Together, our people have hit our **£2.5M MILESTONE!** Not even a global pandemic could stop us from working tirelessly to achieve this incredible target. A special thanks to our Charity Champions and our people up and down the country for continuing with their fundraising efforts despite a challenging 12 months.

TO RAISE MONEY, OUR PEOPLE TAKE PART IN A HUGE RANGE OF FUNDRAISING INITIATIVES INCLUDING INDIVIDUAL CHALLENGES AS WELL AS TEAM EVENTS.

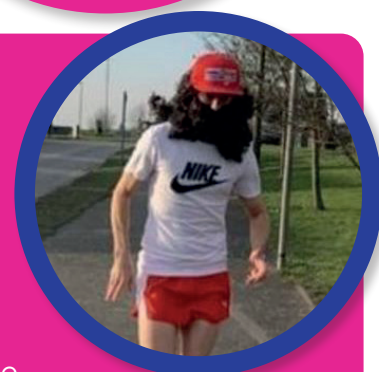


DARREN TAKES ON MARATHON CHALLENGE

In October, Darren Rowan, Instore Sales Territory Manager took on the London Marathon to raise a fantastic **£2,651**. Darren crossed the finish line in 4 hours 43 minutes, beating his target finish time by two minutes – a fantastic result!

2,021 MILES IN 2021

In memory of his friend Mark, Scott Cryer from the In-Store Sales Team set himself an ambitious challenge of running 2,021 miles throughout 2021 – the same distance as **78 MARATHONS**. Scott completed the miles and in recognition of his incredible efforts, the Community Investment Committee boosted his matched funding to **£1,404**, meaning he raised **£2,021**. A brilliant achievement Scott!



66

CANCER
RESEARCH
UK

Thank you to all Warburtons employees across the UK for raising an incredible £2.5m for Cancer Research UK. Amongst other things, your support has helped me and my team to develop a blood test that can detect lung cancer and predict if it might return. It has huge potential to provide doctors with a simple way to diagnose lung cancer earlier, and to monitor someone's treatment.

On behalf of my team and all of the researchers you've supported over the years, thank you for your ongoing commitment to Cancer Research UK. Together, every day, we're getting closer to beating cancer.

Professor Caroline Dive

Interim Director of Cancer Research UK
Manchester Institute

99

DONATION STATIONS

Our donation stations can be found at every site and are a fantastic way of raising funds for CRUK. Our people across all our sites have, once again been filling our stations with quality clothes and homeware that are then sold at CRUK outlets to raise vital funds. Over the past year, a total of **4,669** bags have been collected and a fantastic **£106,453** has been raised.





Bake the Most of Life is our new education programme, designed to help us to continue sharing our know-how with the nation's next generation of young people.

Part of our community investment programme Families Matter, Bake The Most of Life has been designed to help nurture young people's health, skills and confidence by providing teachers with free, curriculum-linked resources to support their pupils.

We've worked closely with teachers and experts to create a range of fantastic, interactive online classroom experiences and resources, all designed to empower pupils to lead healthier lifestyles.

WHO IS THE PROGRAMME FOR?

Primary and secondary school pupils
we want to equip pupils with tools to grow and thrive in education and beyond

Teachers

we want to support teachers in delivering curriculum requirements

Family

our new programme encourages family engagement with a range of resources including recipes and interactive content

To help us reach out to schools with our new initiative, we have created the Eatwell Lunchbox Challenge, aimed at helping 7 to 11-year-olds appreciate the role nutrition and food play in their lives. Children will take part in our Ultimate Lunchbox Challenge to find the most nutritious and interesting lunchbox creations and winners will be sent prizes for their class!

LOOK OUT FOR MODULES LAUNCHING IN 2022

WARBURTON'S WORLD OF BREAD



Classroom resources created to help 5 to 7-year-olds with science, geography and health and wellbeing

FROM GRAIN TO PLATE



Created to support 7 to 11-year-olds with science, geography, health and wellbeing

THE RIGHT MIX OF SKILLS



Created to help 11 to 14-year-olds develop their career understanding and employability skills

We invited teachers across the country to pre-register their interest to ensure they had access from day one. Over 700 schools have registered so far, allowing us to directly reach more schools, children and communities than ever before.

You can find out more about Bake the Most of Life by visiting:
www.warburtons.co.uk/our-company/sustainability/bake-the-most-of-life

“

“The competition is fantastic for sparking the pupils’ creativity and encouraging them to explore different lunch ideas, as well as thinking creatively about how they will present their ideas.”

“The fun and engaging activities are perfect for developing pupils’ understanding of the importance of a healthy diet and are relatable and useful to young people as they can put into practise what they learn by preparing their own healthy sandwiches.”

- Teacher feedback

”



To launch our new programme, we teamed up with We are Futures, an organisation which helps businesses connect with young people and their families.

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 continues to be a challenging environment 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
Nicola Atkinson on **01204 556600** or **nicola.atkinson@warburtons.co.uk**
**[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/)**