

WELCOME TO WARBURTONS COMMUNITY INVESTMENT REPORT

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As a fifth-generation family business, we are passionate about supporting our local communities and making a positive difference. Our Community Investment Strategy, Families Matter, has been running for ten years, and in this time we're proud to have donated over £2.7m and over 7.2m products, supporting over 8.7m people across the programme. In recent years it has been more important than ever to reach out to those families most affected by the pandemic and cost of living crisis.

At a time when many people have struggled to feed their families, I'm proud that our business donated more than 1.7 million products to the community, benefitting more than two million people – more than ever before.

We know how important our charity fundraising is, and this year we raised more than £300,000 for our charity partner Cancer Research UK. We are now well on our way to reaching our target of £3million.This tremendous amount will go directly into pioneering research into the prevention, diagnosis and treatment of cancer. As always, we've also supported many other charities and community groups and our people have supported many organisations though payroll giving.

We recently changed our approach to grant making and this year we began to see the impact of our Project Grants, which provide funding of up to $\pm 20,000$ to selected partners over two years. This provides longer term funding and more certainty for the organisations we work with.

We recently launched The Warburtons Foundation as a way of telling our Families Matter story to the media. We've shared our work helping those most in need across the country, highlighting our many initiatives, including product donation and project grants.

This year, we welcomed some new faces to our business, including my daughter Megan Warburton, one of the next generation. Megan joined us as Community Affairs Manager and has already become an integral part of the team.

Once again, our Community Investment Strategy has reached the very heart of our communities and impacted a huge number of families and organisations. Our people continue to go above and beyond and the many success stories in this report have only been possible due to a huge amount of hard work and teamwork.

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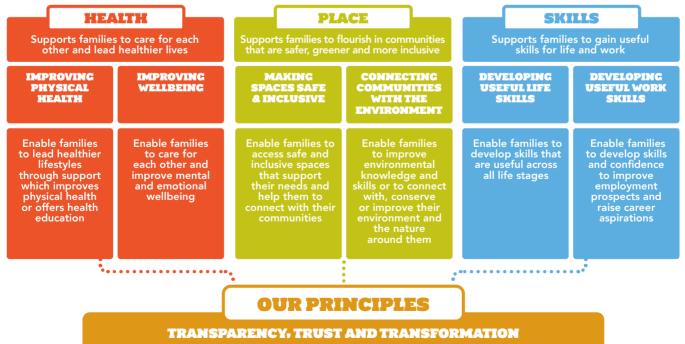
With heartfelt thanks and best wishes,

Brett Warburton

Brett Warburton Executive Director

OUR STRATEGY

Our revised Community Investment strategy launched at the start of 2020/2021. Our approach is future fit with three focus areas: Health Place and Skills.



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

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SUPPORTING OUR COMMUNITIES A SUMMARY OF OUR ACHIEVEMENTS IN 2021/22





TOTAL REACH OF OUR BAKE THE MOST OF LIFE EDUCATION PROGRAMME

529,840 YOUNG PEOPLE

2,058 PRIMARY SCHOOLS 422 SECONDARY SCHOOLS

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E24,617

DONATED BY OUR EMPLOYEES THROUCH PAYROLL CIVING PEOPLE SUPPORTED

OVERALL

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390,99

WHEAT EDUCATION PROGRAMME

5 YOUNG PEOPI

205 BOXES FARM VISIT 10 GROWERS

ORGANISATIONS SUPPORTED

1,044

PRODUCTS DONATED TO THE COMMUNITY

1,783,110

PEOPLE SUPPORTED

2,014,091

688

ORGANISATIONS SUPPORTED

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or which 402,790

PRODUCTS WERE DONATED THROUGH OUR

Fare Share

PARTNERSHIP

£413,350

DISTRIBUTED TO CHARITIES AND COMMUNITY GROUPS SUPPORTING



DIRECTLY

TOTAL FUNDRAISED BY EMPLOYEES AND DONATED BY THE COMPANY TO CANCER RESEARCH UK £29,712 DONATED THROUGH

> MATCHED FUNDING

PRODUCT DONATION

As Britain's biggest baker, we're best placed to support local organisations by donating our products. We work closely with many charities and organisations to make sure the products we give reach the people who need them most.

IN TOTAL, OVER THE LAST YEAR WE HAVE:

- Donated 1,783,110 baked to order and surplus products
- Benefitting 2,014,091 people and 688 organisations

WE SUPPORTED:

- > 340 school breakfast clubs, giving 309,161 products
- > 200 foodbanks with 594,817 products

ONE MILLION MILESTONE REACHED!



We pledged to give a million products over the course of the year in addition to those that we already provide through our donations of surplus stock and are delighted to have achieved this incredible milestone. In November, Jonathan Warburton visited Church Road Primary School in Bolton to deliver the millionth product amongst a batch of toastie loaves and crumpets for everyone at the school.

TACKLING FOOD WASTE WITH COMPANY SHOP GROUP

Warburtons is committed to reducing waste by redistributing surplus stock. We work with Company Shop Group, the UK's leading redistributor of surplus food, to help us to continue reducing waste. This year, we redistributed **276,992** products through the organisation.

"Working together with Warburtons, we have been able to stop hundreds of tonnes of perfectly good food from going to waste

SUPPORT FOR BREAKFAST CLUB PROJECT

Following a successful trial, we have committed to supporting Magic Breakfast, a charity which provides a healthy school breakfast to disadvantaged children at risk of hunger across Britain.

To help the charity reach as many children as possible, over the next school year, we will be donating **100,000** Half & Half loaves.

JONATHAN WARBURTON SAID:



66 I am really pleased we reached our commitment to donating one million products this year. It was a delight to visit Church Road Primary School to meet some of the children our donations go towards supporting.

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in the last year alone. But our partnership is much more than that. Thanks to your generous donations and the support from Warburtons colleagues, we have been able to deliver significant social impact through our Community Shops, supporting thousands of families with access to deeply discounted food and free meals for children in our Community Kitchens."

Steph McGinty,

Group Managing Director, 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.

Menu

FARESHARE PARTNERSHIP

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This year we continued our partnership with FareShare, the UK's largest charity fighting hunger and food waste. Once again, thousands of our surplus products have been redistributed to charities and community groups, reaching families in need across the UK.

IN THE FINANCIAL YEAR 2021/22 WE DONATED 402,790 PRODUCTS!

LEADING PARTNER

We have been named a Leading Partner of Fareshare, officially recognising our efforts to consistently divert surplus products from across our operations.

STOREHOUSE & FIELD, BARNSLEY, YORKSHIRE

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Storehouse & Field is part of Good Food Barnsley, a coalition of organisations based in Barnsley, Yorkshire. It aims to build a better Barnsley where everyone has the right to the food they need to thrive.

Storehouse & Field has been receiving food from FareShare since June 2022.

Amy Calvert, Innovation Manager at Stonehouse & Field, said:

"The food we've had from Warburtons has been really popular. We've had different types of bread such as seeded loaves, standard white loaves, baps, rolls and hot dog buns. The Big 21 Grains and Seeds loaf went down really well – it felt a bit fancy and was really popular. Our members love anything that feels a little bit special, a bonus extra that they wouldn't have been able to afford otherwise."

FareShare

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We're incredibly grateful to Warburtons for providing good-to-eat surplus food to FareShare over the past few years. Their committed support has helped us deliver food that may otherwise go to waste, to our network of 9,500 charities – supporting over a million people across the UK who have been impacted by the cost-of-living crisis. This is a true partnership in FareShare's eyes, as Warburtons has also supported FareShare through additional activities such as retailer promotions and limited-edition fundraising crumpet merchandise! All of which boost our operations throughout the UK.

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Lindsay Boswell CEO, FareShare



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A dash of love for ou A shake of education A good dollop of supp

FINANCIAI GIVING

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Our financial giving programme supports community and charitable organisations with grants that help them deliver vital services across the country. The grants have a positive impact on thousands of families in local communities.

We know that our financial support is needed now more than ever as the organisations we work with continue to face a challenging climate.

Read more about our Project Grants on pages 8, 9 and 10.

BURNLEY AND WIDNES NELL BANK CHARITABLE TRUST: EARLY PEOPLE'S PROCRAMME

Our **£400** community grant was used to fund equipment for Nell Bank's 'Early People's Programme' which encourages children to have adventures outdoors. The programme is aimed at Key Stage 1 and Key Stage 2 children visiting the Nell Bank Centre in Ilkley. The equipment purchased with our grant included children's rigger gloves, doorways for badger homes, fire steels for fire lighting and a fire bow drill.

ENFIELD HANDS OF HOPE: CET CROWING



Our funding was used to support a project which encourages communities throughout Rother, Hastings, and West Kent to grow their own food, no matter what space they have – from windowsill to allotment. The charity delivered more than **1,000** 'Grow Kits' to families, lone residents, early years settings, schools, care homes and community gardens.

OVER THE LAST YEAR:

- WE'VE CIVEN A TOTAL OF £413,350 IN FINANCIAL DONATIONS
- SUPPORTING A TOTAL OF 246 ORGANISATIONS THROUGH OUR COMMUNITY GRANTS AND PROJECT GRANTS
- OVERALL, OUR DONATIONS HAVE HELPED 40,498 PEOPLE!

PAYROLL GIVING

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

IN THE LAST YEAR:

- 455 PEOPLE DONATED TO A CHOSEN CHARITY THROUGH PAYROLL CIVING
- TOCETHER, OUR PEOPLE HAVE CIVEN £24,617 TO 101 ORCANISATIONS



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Gary Sammons, Bakery Team Manager at Bristol Bakery supports the British Lung Foundation through payroll giving: ۲

This charity is very close to my heart as my wife, Katharine, has a terminal lung condition. My mother also passed away at an early age from asthma, so I know the terrible affects lung disease has.

This charity researches and campaigns, offers advice and support on many lung health issues. Any money that I can donate to help them will massively benefit everyone's future.

MATCHED FUNDING

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Our Matched Funding scheme is open to anyone in the business completing sponsored fundraising for a good cause, allowing them to raise even more money! We support both individual and team fundraising activities from sponsored runs to swimming challenges.

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

- OUR BUSINESS HAS MATCH FUNDED **88 OF OUR PEOPLE DURING THIS YEAR**
- **CIVING £29,712 TO BOOST THEIR** • FUNDRAISING EFFORTS

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In October, Bristol engineer Sean Hershaw took on a series of gruelling 'Spartan' challenges to raise money for the Marfan Trust, a charity dedicated to supporting those with Marfan syndrome.

Sean took part in four challenges including a half marathon with 30 obstacles. He raised a fantastic **£1,040** which was match funded **£250**, totalling £1,290.





Supporting communities is incredibly important to us, and it's needed now more than ever. As part of our Families Matter programme we offer financial support to charities and community groups through Community Grants, Development Grants and Project Grants.

Our Project Grants are made every two years and are available for previously successful development grant recipients. These larger amounts of money, between £10,000 and £20,000 mean we can develop longer term relationships with organisations and help them to provide vital services to communities across the country.

HERE IS A ROUND UP OF THE PROJECTS WE ARE SUPPORTING OVER THE NEXT TWO YEARS:

CLEAR, IDENTIFIABLE IDEALLY TWO-YEAR LONG PROJECTS UP TO £20,000 SHORTLISTED BY SUSTAINABILITY TEAM, **SELECTED BY CHAMPIONS CLOSED PROCESS**,

APPLICANTS IDENTIFIED FROM IMPACTFUL **DEVELOPMENT CRANTS**

BIENNIAL PROGRAMME, **AVAILABLE IN YEAR 2 – WITHIN 15 MILES**

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IRKSHAWS NEICHBOURHOOD CENTRE

KIRKSHAWS NEIGHBOURHOOD CENTRE

- **Project: Kirkshaws Health** and Wellbeing Project
- Site: Bellshill
- Grant: £20,000

Our support is funding healthy eating cookery workshops at Kirkshaws Neighbourhood Centre. Classes are being delivered to disadvantaged families adversely affected by Covid and rising costs. Workshops are teaching participants how to cook low-cost meals, how to plan and budget and identify healthy choices.

See page 10 for more information.

IMPROVING WELLBEING

HOME-START BRISTOL



- Project: Family Mealtimes
- Site: Bristol
- 276 direct beneficiaries
- > 322 indirect beneficiaries
- Grant: £20,000

to provide seasonal packages of healthy ingredients, recipes and cooking equipment to 60 disadvantaged families with young children who are experiencing food poverty.

IMPROVING WELLBEING





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- Project: Future Families
- Site: Eastwood

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- 500 direct beneficiaries
- 650 indirect beneficiaries
- **Grant: £10,000**

Future Families engages local people with their environment and Shipley Woodside Community Garden. Educational activities share knowledge and understanding of local heritage, native wildlife, honeybees and pollinators, nutrition and clothing on a budget.



PROJECT Logears GRANTS version

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Our Project Grant partner organisations work closely with our Warburtons Community Champions and provide regular updates on their long term projects and the impact of our involvement.

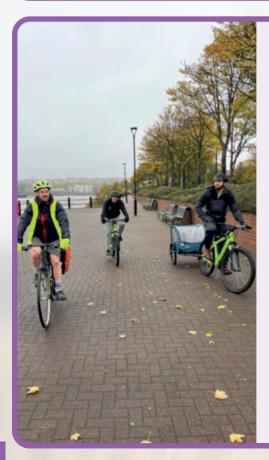
KIRKSHAWS NEIGHBOURHOOD CENTRE: KIRKSHAWS HEALTH AND WELLBEING PROJECT

Kirkshaws Neighbourhood Centre have had regular progress meetings with the Community Champion team at Bellshill since launching their two year health and wellbeing project. Our team have been supporting the organisation's Community Fridge scheme, which provides low cost food and bakery items. Bakery tours have been planned for young people attending the after school club at the centre.

"This partnership has been a great success so far and the funding has enabled us to support families and individuals who are most in need. The Warburtons Champion invited our community members to a Christmas Panto which was a great success especially as the majority of our community have never been before and had the best time. We were also gifted 50 selection boxes for our children and young people."

William McBride, Kirkshaws Neighbourhood Centre





NORTH EAST YOUNG DADS AND LADS PROJECT: THE WHEELIE GOOD DADS ACTIVE FAMILIES PROJECT

Since launching the project, the charity has forged a strong connection with the Community Champion team at Newburn. Our team have worked hard to promote the charity's father inclusive cycling activities and have supported efforts to extend the bike loan scheme to young fathers in Middlesborough. The project has already had a huge positive impact on many people in the area:

"This bike has allowed me to get to work, helping to improve my confidence and start to earn some money to provide for my child. This bike has also allowed me to access local support and get out more. Because of this bike I will hopefully be able to visit my daughter more often."

Chris, 23

"This has been great today. I've had an amazing time and my two kids have had loads of fun. Having something like this to get involved with as a family is so good. It means that we get to enjoy cycling with other families in a safe and supportive way."

Jordan, a young dad who took part in a Halloween themed bike ride.

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DUR MHEAD DUCATION ROJECTOR ONTINUES

Since 2017, we have been working with educational charity The Country Trust, to teach children about the world of farming by providing hands on learning experiences.

In 2021 we were unable to visit farms because of the pandemic, so developed Farm in a Box as an alternative to be delivered in classrooms. We worked with schools to provide a box of activities for pupils to learn about farming through practical investigations and challenges. The boxes include key resources, such as soil, sand, flour and wheat samples. Sieves and bread were also provided.

Schools taking part in the Farm in a Box initiative were also given a video to share in class and invited to a live, online event with a farmer.

The project was a huge success and in 2022 we decided to offer a hybrid programme of activity with both farm visits and Farm in a Box kits offered to schools.

FARM VISITS

12 farm visits were hosted on 9 different farms reaching 320 pupils

STMENT REPORT 2021/22

- 100% of teacher responses rated the appropriateness, organisation, delivery and communication in regard to the farm visit as excellent
- ALL GROWERS agreed that the visit enabled them to tell the story of wheat on their farm

FARM IN A BOX

- **205** Farm in a Box kits were provided to 118 schools
- **5.535** pupils took part in Farm in a Box
- **972** children took part in the live online farmer session
- 100% of responses from teachers stated that they would recommend Farm in a Box to other schools

PUPIL FEEDBACK:

"I love this place! I'm going to explode I'm so happy!"

Pupil, Scunthorpe C of E Primary (After a visit to Gander Farm)

FARMER FEEDBACK: "It is one of our most enjoyable days of the year."

TEACHER FEEDBACK:

"The children love the Warburtons toastie loaf and wanted to learn how wheat is turned into bread. We learnt about the wheat plant and explored the developing grains deciding they were 'cheesey ripe'. Later we squashed a single grain between two stones and saw the flour inside. One child was so amazed she couldn't believe what she was seeing "What, is that is trick? ... Do it again!"

Leslie Manser Primary School, Birchwood, Lincoln after their visit to Flagleaf Farming in Welton, Lincoln

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CRUK FUNDRAISING

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Our national partnership with Cancer Research UK continues to go from strength to strength, and we are well on the way to hitting our next big fundraising target - **£3million!**



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We partnered with CRUK back in 2015, and since fundraising began, our people have raised money in all manner of ways, taking on a range of individual challenges and team fundraisers. It remains challenging for charities like CRUK who were hit hard by the pandemic, so our support for this important cancer charity is more vital than ever.

RACE FOR LIFE

The Centre HR Team along with some young family members completed the £5k Race for Life. Together they raised an incredible **£4,800**, including matched funding!



CRUMPET CHALLENGE FOR HOWDEN MANAGER

Richard Barmby, depot manager at Howden, set himself the challenge of running the London Marathon in October, dressed in a crumpet costume! Richard finished the course in 4 hours 23 minutes raising a fantastic £2,080 which was match funded £375.

AMOUNT RAISED AT OUR ANNUAL COLF DAY

Our annual summer golf day at the Worsley Park Marriott was a hit this year raising a fantastic **£40,000**. We started our annual golf days in Worsley 11 years ago and in total we have raised over **\$350,000**!



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Thank you so much to everyone at Warburtons for all your continued support, hard work and efforts to raise over £300,000 this year! What a phenomenal amount which will truly help to lead us to a world where everybody can lead longer, better lives, free from the fear of cancer. Thank you to everyone who walked, ran, skipped, baked, donated and organised fundraising events this year.

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It's because of the generosity from people like Warburtons that we are able to make significant progress with our research – thank you! Together we will beat cancer.

CANCER RESEARCH

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Katie Hulme Partnership Specialist Cancer Research UK

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DONATION STATIONS

Our donation stations are located at all our sites and help us raise even more money for CRUK. Our people donate good quality clothing and homeware which are then sold at CRUK outlets.

Over the past year **4,168** bags have been collected, raising a total of **£97,264**.

Warburtons Baker Baker THE MOST OF

Our new, online, education programme, Bake the Most of Life, is designed to help nurture young people's health, skills and confidence. Developed for both primary and secondary schools, the online hub provides teachers with free curriculum linked resources.

We worked closely with teachers and educational experts to develop a range of interactive classroom resources and have been delighted with the feedback received so far.

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THE EATWELL LUNCHBOX



Helping 7–11-year-olds understand the role nutrition and food play in their life. Students explore the appearance, texture and taste of bread before creating their own heathy lunch box.

FROM J J GRAIN TO PLATE

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Supporting 7–11-year-olds with science, geography, health and wellbeing. This module aims to help children understand where their food comes from.

WORLD OF BREAD



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Helping 5–7-year-olds with science, geography, health and wellbeing. An interactive map uses facts and storytelling to teach and inspire children.

THE RIGHT MIX OF SKILLS

Helping 11–14-year-olds develop their career, understanding and employability skills. Students are supported to develop a range of transferable skills by taking part in real world challenges. **66** Many thanks for creating a fun and interesting activity for our children to partake in. They loved it! **99**

Primary Teacher at Gaer Primary School, Wales

YOU CAN GET INVOLVED BY SHARING INFORMATION WITH YOUR LOCAL SCHOOL: www.bakethemostoflife.co.uk

SO FAR,

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BAKE THE MOST OF LIFE

- HAS REACHED:
- **329-840** young people
- 527,744 parents
- 2,480 teachers, Covering:
- 2,058 primary schools
- 422 secondary schools

66 The lessons contain a vast amount of knowledge and build upon the importance of health and well-being. The lessons are engaging, full of fun and provide many cross-curricular links relating to health.



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Primary Teacher at John Keble Primary School, London

WE'RE CONTINUING TO ADD MORE RESOURCES TO BAKE THE MOST OF LIFE – LOOK OUT FOR THESE NEW MODULES LAUNCHING SOON:

Harvesting Family Favourites

Aimed at: 5–11-year-olds. Pupils are invited to share their favourite family recipe and the story behind it.

Cupboard Staples Challenge

Aimed at: 5–11-year-olds. Pupils are challenged to turn common cupboard staples into a tasty, healthy lunch.

Keep Calm and Cook

Aimed at 11–14-year-olds. Pupils develop essential cooking skills whilst minimising food waste.

Read more about our programme, here: www.bakethemostoflife.co.uk ۲

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FAMILY. AMBITION. RESPONSIBILITY. QUALITY. CARE.

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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.

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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. ۲

Warburtons

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/