SUPPORTING SCOTLAND’S COMMUNITIES

SCOTTISH RETAIL CONSORTIUM REPORT INTO CHARITABLE GIVING 2017
GIVING IN NUMBERS:

£15.9 M raised by retailers in Scotland for good causes in 2017

600,000 number of meals donated by retailers in Scotland in 2017

£5.3 M raised by retailers in Scotland through carrier bag sales in 2017

CHARITABLE GIVING BREAKDOWN BY CATEGORY

43.6% Charity Partnership
12.2% Donations
33.5% Carrier Bag Funds
7.9% Fundraising for Events
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INTRODUCTION

Last year the SRC published our first ever report into charitable giving in Scotland. Based on information supplied by ten brands, we could start exploring in detail how Scottish retailers support good causes and their local community.

That report found over £10 million was raised and donated by retailers in Scotland, and highlighted some of the amazing projects which retailers have run or which benefit from donations.

However, the last year has been difficult for the industry in Scotland. Tough trading conditions and the impact of inflation have made life difficult both on and off the high street. Furthermore, retailers are still dealing with the fundamental change in how customers are researching and shopping for products.

It’s therefore surprising, if welcome, that this report has found that the scale of charitable giving has increased. The SRC can report £15.9 million has been donated to good causes in Scotland in 2017. That’s a fantastic testament to the work retailers do to support their local communities, and it’s heartening that commitment has continued despite the other challenges facing the industry.

There are two reasons we can report a higher figure. Most significantly more retailers have contributed to our report this year. Eighteen leading retail brands, including Scottish headquartered businesses, have provided information on their store fundraising, charitable donations, volunteering, and food redistribution programmes.

However, the increase is not just due to extra participants. Even just comparing like-for-like donations from members showed an overall increase in donations from those retailers who’ve participated in both surveys. That’s indicative of the commitment those businesses have in supporting good causes across Scotland. It’s worth highlighting this report doesn’t capture the full scale of community and charity work done by Scottish retailers. Many retailers run comprehensive community programmes which support local good causes, provide opportunities for charities, and Scottish Government campaigns, to directly engage with their customers. Retailers support healthy eating, recycling, and active lifestyle campaigns in a huge number of ways, all of which help to support and improve Scotland’s communities.

What this does do is provide a snapshot of some of the ways the Scottish retail industry makes a real and tangible difference to Scotland’s charities, communities, and people.

CASE STUDIES

Scotmid raised £345,00 for our charity of the year, NSPCC’S Childline. Whilst our focus is firmly on fundraising for our Charity of the Year we also support a number of other good causes. All of our Scotmid stores stock poppies for Poppy Scotland. We work with a number of local suppliers particularly bakers who support a range of different charities with proceeds of sales helping to support charities including Breast Cancer Care, NSPCC and CHAS. We will shortly be launching a children’s joke book, titled Kid in the Kitchen, which is scheduled to go on sale in the build-up to Christmas with proceeds raised going to Radio Forth’s Cash For Kids and Samaritans.
Members of the Scottish Retail Consortium were approached and asked a series of questions regarding their community and charitable activity.

All Members of the SRC were given the opportunity to reply. The following retailers provided information for this report:

Aldi, Asda, B&Q, Boots, CJ Lang (Spar Scotland), The Co-op, Greggs, Hobbycraft, House of Bruar, John Lewis, Lidl, Marks and Spencer, Morrisons, Sainsbury’s, Scotmid, Tesco, Waitrose, Wilko.

The SRC was clear the questions were not exclusionary, nor necessarily would capture all the different work done by Members. The retail industry engages in community work in a vast number of ways, and there is quite rightly no single way to approach this. We were also clear it was unlikely each member would be able to answer each question – the aim was to try to encourage as wide reporting as possible.

On a practical level, we were clear this report is meant to include all work supporting ‘good causes’ in Scotland. That was deliberately to ensure support given to local community groups, who may not be OSCR registered but nonetheless play a crucial local role, were included in this.

Members were also promised all individual submissions would be treated in confidence, and only aggregated figures would be published. Members were also encouraged to submit specific case studies for inclusion which would be published unedited and in full.

Members were asked the following questions:

1. How much money did your business raise for charity or good causes in Scotland through fundraising (for example in-store fundraising from customers)?
2. How much money did your business donate in Scotland through other donation schemes (for example donations from the business to good causes)
3. Are there examples or value you can put on other donations (for example of clothing, furniture, etc) by your business in Scotland this year.
4. How much money was raised and donated from the Scottish Carrier Bag Charge by your business last year?
5. How much money was raised through other projects, campaigns, or contributions for good causes in Scotland? (Please feel free to include money raised for Children in Need, Poppy Scotland etc).
6. Does your company operate a corporate volunteering scheme? If so, can you estimate the number of hours/workers who have taken part in the scheme in Scotland this year?
7. Does your company operate a food redistribution scheme. If so, could you estimate the amount donated by the scheme in Scotland in 2017.
8. Any other relevant information on charitable giving in Scotland (payroll donation schemes and anything else we have not categorised above)?
In a small number of cases Members were unable to provide a Scottish specific figure. In those instances the SRC has used a pro-rata calculation based on the share of Scottish population to estimate the contribution. It’s important to note these estimates contribute less than five per cent of the total donation figure. However, whilst we estimate volunteering is worth £120,000 to good causes in Scotland, we have not included that as a financial contribution as it's an in-kind donation. We have similarly not estimated the financial value of food redistribution donations.

Whilst all the retailers above provided data, unsurprisingly they did not all provide information for every answer or category. Consequently, the report is only examining sub-categories where there was a wide enough response rate which provides insight, and to ensure the individual data submitted by Members remains confidential.

### ALDI SCOTTISH SPORT FUND

The ALDI Scottish Sport Fund is open to any sporting organisation in Scotland with a local, community focus and with Sport at the heart of what they do. As ALDI is growing in Scotland, our goal is to increase the positive impact we have on the local communities that have supported us. We want to help as many sports clubs as possible, so each club has the opportunity to apply for a £500 share of the total fund. In 2016, we donated £40,000 to clubs from every corner of Scotland, before increasing our budget to £50,000 for 2017. We are pleased to announce that the ALDI Scottish Sport Fund will be returning in 2018 for its third year and we hope to continue for many years to come. As Official Supermarket Sponsors of Team GB, the Scottish Sport Fund will be a lasting legacy of Aldi’s commitment to help young people take part in physical activity within their local communities.
KEY FINDINGS

The SRC are delighted to report an overall increase in donations to good causes, with the total figure rising to £15.9 million. That rise was driven by increased fundraising, a larger number of members contributing, and more comprehensive data collection from the SRC.

The single largest category of giving was donations to a charity partner, or a main charity. Over £6.9 million was fundraised by retailers. That money was raised from both corporate donations, but also colleague-led charity fundraising.

The second most significant contribution was through donations resulting from the sale of carrier bags. This was £5.3 million, again a rise on last year, predominantly from a larger number of retailers reporting.

Direct donations of money and products was the third largest contribution, with £1.9 million being donated. The value of product donations was estimated by Members. It’s worth noting several retailers didn’t provide a financial estimate, so this figure is certainly an underestimate.

The last main donation category was fundraising for specific events, with over half a million pounds raised for Poppy Scotland, Comic Relief, and Children in Need. Finally, some members also recorded the time donated for volunteering, with over 12,000 hours of time donated by retail workers in 2017. Per our calculations that’s worth over £120,000 to the third sector.

CASE STUDIES

Sainsbury’s charitable giving in Scotland blends fundraising for big national charities like Royal British Legion and Comic Relief with a community-based scheme, Local Charity of the Year, which pairs each store with a local charity in their community. This enables smaller organisations to benefit from our network of stores, and is a programme both our colleagues and customers really value.
FUNDRAISING AND CHARITY PARTNERSHIPS

The largest single category of fundraising and donations to good causes comes from charity partnership work between a lead charity and a retailer. The total value of those donations was nearly £7 million, reflecting the enormous commitment from retailers, colleagues, and those charities.

These partnerships, which commonly run for multiple years, are an opportunity for retailers to collaborate and learn from their partners, both on how to support community work but also how to more effectively fundraise. For those charities retailers provide a welcome and necessary source of revenue, but just as importantly provide a platform to engage with thousands, or even millions, of Scottish shoppers.

It would be far too lengthy to list all the charities involved in these partnerships, but some of the main charities involved are: CHAS, Shelter Scotland, Together for Short Lives, Clic Sargent, Teenage Cancer Trust, NSPCC Childline, Sue Ryder, Marie Curie Cancer, and Macmillan Cancer.

Retailers also put significant effort into supporting some of the major annual fundraising campaigns, including raising at least £200,000 for PoppyScotland, £100,000 for Comic Relief, £60,000 for the STV Children's Appeal, and £350,000 for Children in Need.

CORPORATE DONATIONS AND FOOD REDISTRIBUTION

Retailers donated over £1.9 million in products in 2017 in Scotland. Those donations were provided in three main formats. Firstly, there were donations distributed through community programmes and schemes. For example, several retailers have set aside budget for individual stores to donate to local causes.

Secondly, there were in-kind donations from retailers, which were either direct product donation (such as the 600,000 meals donated by grocery retailers) or donations facilitated by retailers (such as for food banks or clothing drives). For example, members donated around half a million meals and over 300,000 clothing items in Scotland. The third category were direct corporate donations, where retailers have directly donated to good causes.
CARRIER BAGS

Donations resulting from the sale of single use carrier bags were higher overall in 2017, due predominantly to the higher number of members reporting. However, as a proportion of the total funds raised carrier bag donations were smaller, falling from 40 per cent in 2016 to 33 per cent this year. These figures include donations by charitable foundations run by retailers who make donations to good causes from the carrier bag sale revenues.

Interestingly, although there are several members who no longer sell single use carrier bags, we still received data which demonstrated they are donating the proceeds of longer life bags to good causes. That's both good news for the communities which benefit, but also highlights that moves towards longer life bags have been prompted by individual members making decisions on the correct way to strategically reduce plastic.

CASE STUDIES

John Lewis

The John Lewis Foundation was established in 2007 to benefit communities both within the UK and overseas who produce and source products for John Lewis shops. In 2017, a number of Scottish charities were awarded grants. For example, Muirhouse Youth Development Group a bespoke employability project based in the heart of Muirhouse - one of Edinburgh's most deprived residential areas was supported by the Foundation through the provision of funding to support 5 young people on their journey through MY Academy. Aberdeen Foyer Construction Academy was provided with the funds to enable 50 people, who have faced barriers to work, to access construction training, education and employment opportunities.

TO FIND OUT MORE ABOUT THE SRC’S WORK, PLEASE CONTACT:

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ABOUT THE SRC

Retail is an exciting, diverse and dynamic industry undergoing transformational change. The SRC is at the forefront – enhancing, assisting, informing and shaping. Our mission is to make a positive difference to the retail industry and to the customers it serves. Our broad range of stakeholders demonstrates how retailing touches almost every aspect of our culture. The SRC leads the industry and works with our members to shape debates and influence issues and opportunities that will help make that positive difference. We care about the careers of people who work in our industry, the communities retail touches and competitiveness as a fundamental principle of the industry’s success – our 3Cs.

In addition to publishing leading indicators on Scottish retail sales, footfall and shop vacancies in town centres, our policy positions are informed by our 200-strong membership and determined by the SRC’s Board.