



SUPPORTING SCOTLAND'S COMMUNITIES

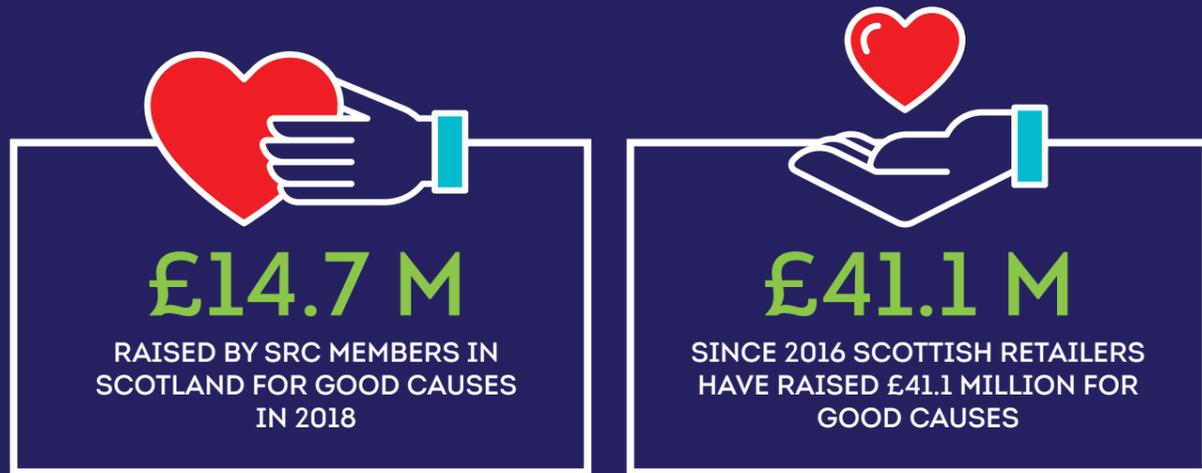
SCOTTISH RETAIL CONSORTIUM REPORT
INTO CHARITABLE GIVING 2018



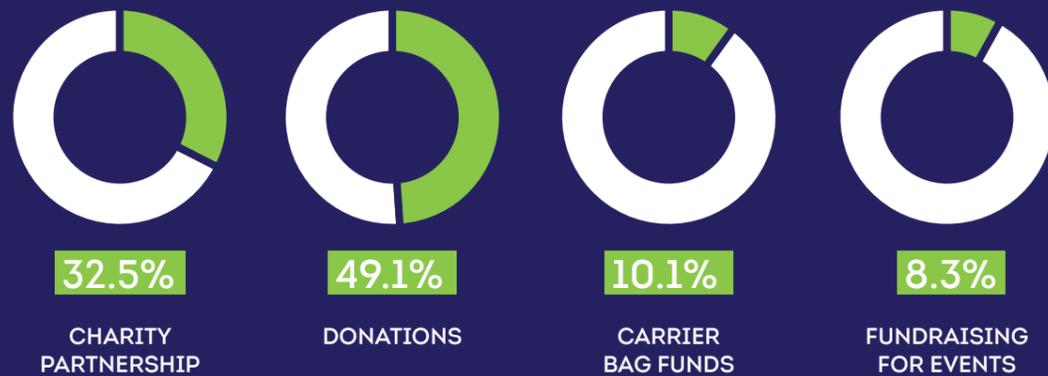
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GIVING IN NUMBERS:



CHARITABLE GIVING BREAKDOWN BY CATEGORY



CONTRIBUTORS

Twenty six SRC Members have supplied us with information on their charitable giving, fundraising, and support for good causes in 2018.



INTRODUCTION

This is the third SRC report into charitable giving and community work in Scotland. The report, based on interviews and data from Members of the Scottish Retail Consortium, allows us to shine a light on the amazing work the industry does across Scotland.

This year even more retailers than before have supported this work. Twenty-six retailers, including department stores, coffee shops, food to go, and grocers, have provided us with the details of their community work. Those businesses have donated nearly £15 million to Scottish good causes in the last year. Perhaps more astonishingly, over the last three years over £40 million has been raised or donated.

This work is of course vital. However, it's also a very practical example of the work the Retail Industry, through the Better Retail Better World initiative, is doing to support the UN Sustainable Development Goals. In particular the recording of the charitable and community work done by Members is a clear example of how the industry is supporting SDG 11 on Sustainable Cities and Communities – although the work our industry does is in every community across Scotland.

Those donations are only part of the story. Retailers are involved an enormous number of projects to help support communities. Employing refugees, supporting schools in Scotland and across the world, providing crucial capital funding to charities, developing sustainable projects, and supporting Government campaigns. Retailers make financial donations, but just as importantly donate staff time, food, and other supplies, often helping people

in desperate need. It's an immense amount to contribute, especially in challenging retail times, but for these businesses it's just part of being a responsible retailer.

Of course, charity fundraising is a huge part of this. Everyone in Scotland visits a shop during the year, and the generosity of Scottish consumers is astonishing bearing in mind we know those customers are facing a range of costs. Despite those pressures we've consistently seen a rise in charitable giving on a 'like-for-like' basis, with a 20% increase on 2016, and an 8 percent increase on last year.

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. While we capture some of that work, our Members consider much of this to just be the day job, and consider it separate from their work in the community.

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.

METHODOLOGY

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, Amazon, Asda, B&Q, Boots, CJ Lang & Son, The Co-Op, Costa, Dobbies Garden Centre, Greggs, The House of Bruar, Ikea, John Lewis & Partners, Lidl, Marks & Spencer, McDonald's, Morrisons, Sainsbury's, Scotmid Cooperative, Screwfix, Specsavers, Starbucks, Sterling Furniture, Waitrose, Whittard of Chelsea, 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.

In a small number of cases Members were unable to provide a Scottish specific figure. In those instances, the SRC has modelled a Scottish figure based on population share, market share, and on data from retailers who provide both Scottish and UK data.

However, whilst we estimate volunteering is worth £250,000 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, or other product donations unless members have a formula for this.





CASE STUDIES

JOHN LEWIS
& PARTNERS

SUPPORT FOR SPECIAL EDUCATIONAL NEEDS

John Lewis & Partners Edinburgh has worked with Oaklands School for the last seven years. Oaklands provides a supportive learning environment for learners with additional support needs aged 3 to 18 years old.

In addition to three Partners (employees) regularly supporting the education staff there, John Lewis & Partners has also raised funds to provide equipment for the school's sensory room. The branch also supplies them with crafting materials, decorations and furnishings.

At Christmas every year, a group of children from Oaklands comes to the shop for a unique shopping trip where they are each given a specially selected gift that meets their needs. For many of them, this is the only time they are able to do this in the year.

Oaklands is part of John Lewis & Partners' Community Matters scheme which sees each branch across the UK donate £12,000 per year to three different charities every quarter. This year, John Lewis & Partners Edinburgh alone has supported the Thistle Foundation, Edinburgh Zoo, Child Brain Injury, Scottish Autism, Epilepsy Scotland, Garvald Community Centre, CCLASP and Children First.



KEY FINDINGS

SRC Members reported a small fall in contributions to good causes, with the total figure falling to £14.7 million. That fall is primarily a result of changes in the use of single use carrier bags. With many retailers no longer selling single use bags, along with the significant reduction in single bag use, carrier bag figures fell by £3.8 million.

That fall was offset by a higher number of retailers supporting the report this year. If we strip out new retailers and just look at the data provided by retailers over multiple years, we overall saw an 8 per cent increase from 2017, and a 20 per cent increase over two years.

The largest contribution was through direct donations to charities from retailers, which totalled over £7.2 million. That was followed by fundraising for charity partnerships which raised £4.7 million. As discussed earlier, there was a 72 percent fall in carrier bag donations.

The last main donation category was fundraising for specific events, with £1.2 million raised for Poppy Scotland, Comic Relief, and Children in Need, over double what was raised in 2017.

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.

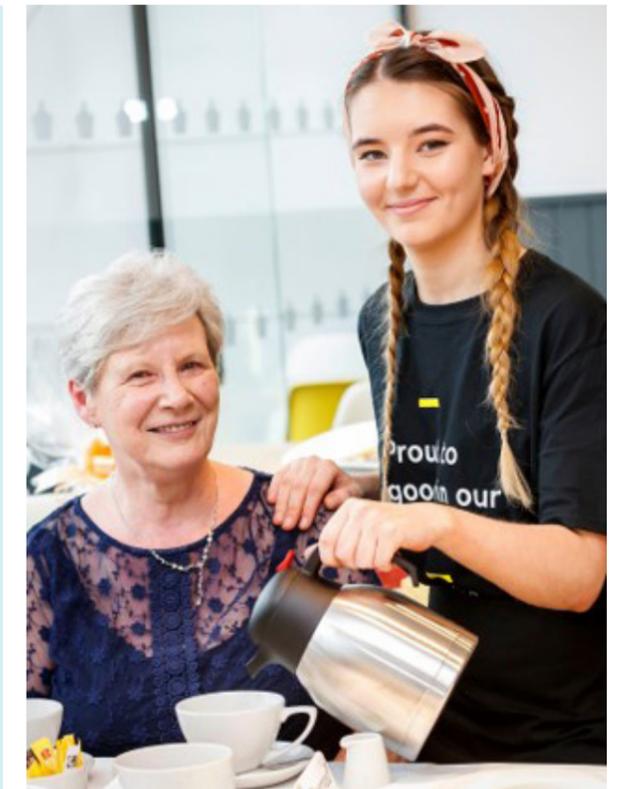


CASE STUDIES M&S

EST. 1884

Supporting local communities is a key focus of M&S' sustainability programme, Plan A 2025. The business has launched a dedicated community support programme as part of a company ambition to help 10 million people across the UK to live happier and healthier lives by 2025. The programme commits M&S to working in partnership with employees, customers and charity partners to deliver initiatives which address key challenges affecting local communities in Scotland, whether that is unemployment or mental health.

Easterhouse in Glasgow is one of ten locations where projects are being trialled, with a view to successful initiatives being rolled out to more communities in Scotland. Activities already underway include M&S working with charity partners to host community events in M&S stores to support local people suffering from stress, isolation or loneliness, including Mush connecting new mothers, as well as M&S employees volunteering to give careers talks in local schools such as Lochend High school.



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: Shelter Scotland, Clic Sargent, Curie Cancer, and Macmillan Cancer.

Retailers also put significant effort into supporting some of the major annual fundraising campaigns, including raising at least £464,000 for PoppyScotland and £320,000 for Children in Need.

CASE STUDIES



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 2017, we donated £50,000 to clubs from every corner of Scotland. We are pleased to announce that the ALDI Scottish Sport Fund has returned 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.

PRODUCT 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 820,000 meals donated by grocery retailers) or donations facilitated by retailers (such as for food banks or clothing drives). SRC Members also contributed 20,000 hours of volunteering – worth around £200,000 to the charities who benefitted.

CASE STUDIES



BOOTS UK PARTNERS WITH FARESHARE TO SUPPORT PERIOD POVERTY IN SCOTLAND

The project, funded by the Scottish Government offers open and dignified access to free sanitary products for 18,800 low income women and girls in Scotland.

The Scottish Government is the first Government in the world to make free sanitary products available to all pupils and students and learners at schools, colleges and universities, providing £5.2 million funding in support of this. In addition to the commitment for those in education, the Scottish Government is also providing targeted support for low income families.

Period poverty is a real issue in the UK which is often overlooked in society. Boots UK is offering its support for this initiative by providing and distributing its own brand sanitary care items. As distribution partner, FareShare will distribute sanitary products through front line charities such as women and family centres, and women's refuge points.

CASE STUDIES



McDonald's UK and its franchisees across Scotland have supported the Ronald McDonald House Charities (RMHC) for nearly 30 years. RMHC provides free 'home away from home' accommodation for the families of children in hospital. There are currently 14 Houses around the UK, including one in Glasgow, with another House under construction on the site of the new Royal Hospital for Children and Young People in Edinburgh.

Over the course of 2018, McDonald's UK, its franchisees, people, and customers in Scotland have donated £1 million to RMHC through fundraising events, direct donations, collection boxes and the carrier bag charge. Since the introduction of the carrier bag charge in 2014, McDonald's UK and its franchisees in Scotland have donated over £2 million to the construction of the Ronald McDonald House in Edinburgh.

CARRIER BAGS

Donations resulting from the proceeds of the sale of single use carrier bags were significantly lower than in 2017. That's partly due to changes in the Members reporting, but even on a like-for-like measure using the same retailer's carrier bag donations went from being 44 percent of those members contribution, to just 15 percent. In raw terms there was a 38 percent fall.

That's predominantly driven by a number of retailers who have stopped selling single use carrier bags in the last year as retailers move to more sustainable models. Since we have also seen a significant like-for-like rise in direct financial donations, it's plausible retailers are selling more multi-use carrier bags, and donating those proceeds to charities and good causes instead. Overall the net effect on donation levels is slightly positive, but it's worth noting the distinction. It's also important to note these figures include donations by charitable foundations run by retailers who make donations to good causes from the carrier bag sale revenues.

CASE STUDIES Scotmid coop

Scotmid operates a "Charity of the Year" programme. During our charity year staff, customers and members are encouraged to fundraise and donate to a single charity. The charity of the year runs from 1 September to 31 August. Our most recent charity of the year was the Samaritans. During the period Scotmid raised £315,000 for the charity, equivalent to funding 63,000 calls to their helpline. Sales of over 4,000 Samaritans branded re-useable shopping bags in our stores formed part of that fundraising total and helped raise awareness of that charities helpline service.

During the past three Charity of the Year partnerships, Scotmid have raised in excess of £1 million.



CASE STUDIES Morrisons

A group of 25 Morrisons stores joined together to make a bigger impact for one charity. Their aim was for each store to sponsor a Guide Dog at around £5,000 per store. The stores have raised in total £45,000 so far and have adopted four puppies which the stores have named Champ, Morris, Lindsey and Summer, with more guide dog puppies about to be adopted by the stores.



CHARITIES SUPPORTED BY THE INDUSTRY

SRC Members supported an enormous number of charities in 2018. We were not able to confidently produce a specific figure as a number of retailers support local as well as national charities. That means hundreds of charities will have benefited locally from donations. However, the following 33 charities have all received specific donations and support from SRC Members in the last year.

Cancer Research, Cash for Kids, CCLASP, Child Brain Injury, Childline, Children 1st, Children in Need, Clic Sargent, Dementia Friends, Edinburgh Zoo, Epilepsy Scotland, Eve Appeal, Everlasting food bank, Fareshare, Fight Hunger, Garvald Community Centre, Great Daffodil Appeal, Guide Dogs for the Blind, Macmillan Cancer Support, Maggie's Cancer Charity, Marie Curie, Poppy Scotland, Samaritans, Scotstar, Scottish Autism, Send a Cow, St Andrews Hospice, Tailor Ed, The Yard, Thistle Foundation, Tickled Pink, Waverley Care.

Nonetheless, some of the charities who've benefitted specifically from charity partnerships or more significant support can be found below.

CASE STUDIES Sainsbury's

At Sainsbury's we are committed to making a positive difference in the community. One of the ways we do this is through a network of local and national charity partnerships operating across the UK. During the financial year 2017/18 we raised £1,435,797 in Scotland through these partnerships.

We have been supporting The Royal British Legion for 24 years, inviting volunteers and colleagues to sell poppies in store and we're delighted to have raised £86,596 for Poppyscotland last year. We have also been partnered the Woodland Trust for 14 years and helped plant 3.3 million trees across the UK throughout this period.

Sainsbury's colleagues are passionate about making a positive difference in their local communities not just through our national partnerships but also through relationships with smaller local charities and community groups. Each of our stores has a Community Budget that they can use to support local charity and community groups. Our Local Charity of the Year scheme, currently in its 10th year, also pairs each store with a specific local charity for the duration of a year, in order to help them fundraise and build awareness. Last year, through this scheme, we donated a total of £114,717.96 to local charities based in Scotland.

CASE STUDIES CJ LANG AND SON LIMITED

In the last year SPAR Scotland (provided by C J Lang & Son) has raised £100,000 for Marie Curie our National Charity Partner. Our colleagues and customers take part in a wide variety of community fundraising. Most notably last September seventy employees and customers climbed Ben Nevis; raising £70,000. We've also been able to use the proceeds from the Scottish Carrier Bag Charge to donate over £120,000 to 65 charities selected locally by our store staff.

At Asda, we are committed to making the communities around our stores better places to live and work for our colleagues and customers. One of the ways we do this is through our Asda Foundation, a charitable company funded by profits from Asda, which provides grants to a range of good causes in Scotland. Each project we support is nominated by the people and communities we serve.

Last year in Scotland the Asda Foundation gave more than £370,000 to grassroots community groups across Scotland.

The Foundation funds a range of projects, including the Asda Green Token Giving scheme, voted for by our customers in store, significant grants for community facilities, a disaster relief fund for communities and our Healthy Holiday programme to give school kids access to nutritious meals during the school holidays.

One recipient was the Helenslea Community Hall in Glasgow, who received a surprise grant for £12,452 as part of the Asda Foundation's 30th birthday celebrations. The money will be used to upgrade their IT equipment so they can help local residents with everything from benefits advice to digital skills for pensioners.

We are always looking for new good causes to support through the Asda Foundation and our award-winning Community programme. If you know of a project that might benefit from our support, speak to the Store Manager or Community Champion in your local Asda store.



SUPPORT FOR OLDER PEOPLE

The Shed is a youth & community facility that is fully equipped to offer a wide range of options to many types of clients. The facility provides support to young people, including those who are marginalised, in Stornaway.

In the latest round of The Co-op's Local Community Fund Investment the Shed received £22,000 of funding helping to support drug and alcohol, youth, and family programmes. The Shed was one of 652 projects funded by the Local Community Fund in Scotland, which in total has shared over £2.8 million with deserving causes.





CASE STUDIES

WAITROSE
& PARTNERS

SUPPORT FOR OLDER PEOPLE

Waitrose & Partners Milngavie has worked with the local branch of Contact the Elderly for more than two years, hosting tea parties in the branch's community room.

Every month, a group of around 10 elderly people enjoy tea, sandwiches, cake and a warm welcome from Harriet Brooke and Irene Sloan, the Partners (employees) who organise the free tea parties.

The tea parties offer people who live alone, a chance to spend an afternoon out of the house, enjoying the company of other local people.

Initially Contact the Elderly was one of the local charities selected to benefit from the supermarket's Community Matters green token scheme, but the tea parties have now become a regular fixture. They are one of the ways Waitrose & Partners supports older people; the supermarket hosts Christmas dinners for older people as a way of tackling isolation and loneliness.

Contact the Elderly is also supported by Waitrose & Partners' Community Matters scheme online which sees a share of £25,000 being split between three good causes every quarter.

Community Matters: This year, Waitrose & Partners is celebrating 10 years of Community Matters, the longest running community scheme of its kind. Since its launch in 2008, over £30 million has been donated to about 100,000 good causes. At the end of their shop, customers receive a green token to vote for the good cause they'd most like to support. The more tokens a cause gets, the bigger the share of the £1,000 donation it receives. Each branch chooses three local good causes a month.



CASE STUDIES



2018 was an exciting year for Starbucks in Scotland as we entered into a partnership with the Scottish Refugee Council (SRC), the focus was on pre-employment training, with a view to supporting refugees to gain employment in the Scottish job market.

Working with both the SRC and the refugees themselves has been both humbling and inspiring, and we are delighted that we have been able offer 14 roles within our stores, all of which were accepted and it is true to say, each any every single successful candidate has proved to be an asset.

2019 sees the continuation of this partnership.....and we cannot wait!

ABOUT THE SRC

The SRC's purpose is to make a positive difference to the retail industry and the customers it serves, today and in the future.

Retail is an exciting, dynamic and diverse industry which is going through a period of profound change. Technology is transforming how people shop; costs are increasing; and growth in consumer spending is slow.

The SRC is committed to ensuring the industry thrives through this period of transformation. We tell the story of retail, work with our members to drive positive change and use our expertise and influence to create an economic and policy environment that enables retail businesses to thrive and consumers to benefit. Our membership comprises businesses delivering £180bn of retail sales and employing over one and half million employees.

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

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