



SUPPORTING WELSH COMMUNITIES

WELSH RETAIL CONSORTIUM REPORT
INTO CHARITABLE GIVING 2018





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GIVING IN NUMBERS:



CHARITABLE GIVING BREAKDOWN BY CATEGORY



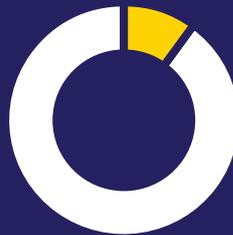
32.5%

CHARITY
PARTNERSHIP



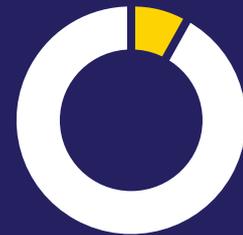
49.1%

DONATIONS



10.1%

CARRIER
BAG FUNDS



8.3%

FUNDRAISING
FOR EVENTS



CONTRIBUTORS

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

JOHN LEWIS
& PARTNERS

WAITROSE
& PARTNERS



M&S
EST. 1884

ASDA
Save money. Live better.



SCREWFIX



GREGGS



wilko

Sainsbury's

COSTA
COFFEE



amazon.co.uk

Whittard
CHELSEA 1886

Boots
let's feel good

Morrisons
Since 1899

Specsavers

INTRODUCTION

Our inaugural WRC Charitable Giving report, based on interviews and data from Members of the Welsh Retail Consortium, allows us to shine a light on the amazing work the industry does across Wales.

Twenty-one 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 almost £8million to Welsh good causes in the last year.

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 Wales.

Those donations are only part of the story. Retailers are involved in an enormous number of projects to help support communities. Employing refugees, supporting schools in Wales 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 Wales visits a shop during the year, and the generosity of Welsh consumers is astonishing bearing in mind we know those customers are facing a range of costs.

It's worth highlighting this report doesn't capture the full scale of community and charity work done by Welsh retailers. Many retailers run comprehensive community programmes which support local good causes, providing opportunities for charities, and Welsh 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 Welsh 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 report does do is provide a snapshot of some of the ways the Welsh retail industry makes a real and tangible difference to Wales's charities, communities, and people.

“Shops of all shapes and sizes play a hugely important role in Welsh life and this latest report shows they also provide a truly significant contribution to our charities and good causes.

“As set out in our Economic Action Plan, we recognise and value the importance of retail to our wider economy and we are working across Government to increase the sustainability of the sector and to promote its importance to our communities and regions.”

Ken Skates AM
Minister for Economy and Transport



METHODOLOGY

Members of the Welsh Retail Consortium were approached and asked a series of questions regarding their community and charitable activity.

All Members of the WRC were given the opportunity to reply. The following retailers provided information for this report: Aldi, Amazon, Asda, B&Q, Boots, The Co-Op, Costa, Greggs, Ikea, John Lewis & Partners, Lidl, Marks & Spencer, McDonalds, Morrisons, Sainsbury's, Screwfix, Specsavers, Starbucks, Waitrose, Whittard of Chelsea, Wilko.

The WRC 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 Wales. That was deliberately to ensure support given to local community groups, who may not be Charity Commission 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 terms of the huge contribution made by retail in volunteering 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



McDonald's UK and its franchisees across Wales 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 Cardiff linked to the University Hospital of Wales and Noah's Ark Children's Hospital.

Throughout the year, McDonald's restaurants across the country hold events and fundraising efforts in aid of RMHC, including a dedicated family-focused fundraising weekend in October where all money raised is donated to the charity.

Over the course of 2018, McDonald's UK, its franchisees, people, and customers in Wales have donated over £500,000 to RMHC through fundraising events, direct donations, collection boxes and the carrier bag charge.

KEY FINDINGS

The total donations to good causes by retailers in Wales stands at £7.6m for 2018. The single largest category of giving was corporate donations or food redistribution, with nearly £3.7m being donated in money and products being donated. It's worth noting several retailers didn't provide a financial estimate, so this figure is certainly an underestimate.

This category was closely followed by donations to a charity partner, or a main charity where nearly £2.5 million was fundraised by retailers. That money was raised from both corporate donations, but also colleague-led charity fundraising.



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 £660,791 in Wales through these partnerships.

We have been supporting The Royal British Legion for 24 years, inviting volunteers and colleagues to sell poppies in store. We're delighted to have raised £82,119 for The Royal British Legion in Wales last year. We have been partnered the Woodland Trust for 14 years and helped plant 3.3 million trees across the UK throughout this period.

As well as supporting our national campaigns, Sainsbury's colleagues are passionate about making a positive difference in their local communities. For example, each of our stores has a Community Budget to support and empower colleagues to raise money for local 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 £22,113.54 to local charities based in Wales.



CASE STUDIES



Asda Foundation has supported Tonypandy with over thousands of pounds of funding, supporting a wide range of grants for the local community centre, kits for local sports teams and equipment for local elderly groups.

'Funding from the Foundation has made a big impact, without the funding for the Canolfan Pentre Community Centre it would have been forced to close. The volunteer run centre works hard to give back to people in the local area to provide activities for everyone'

Being able to help the community centre access funding for a new central heating system is one of my proudest moments. This relatively small grant meant the centre could stay open during the winter months and continue to provide a place for people to come together, without which they can be isolated.

Following the initial grant, Canolfan Pentre was awarded a surprise Christmas grant in 2017 of £10,000. 'I was extremely proud that that the centre, that I volunteer with every week, was chosen to receive this amazing grant. It has made a massive difference in an area where there was nothing for the people of Pentre.'



FUNDRAISING AND CHARITY PARTNERSHIPS

The total value of donations to good causes thanks to the partnership work between a lead charity and retailer was nearly £2.5million, 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 Welsh shoppers.

It would be far too lengthy to list all the charities involved in these partnerships, but some of the main charities involved are: Llamau, Clic Sargent, Macmillan Cancer and the Royal British Legion.



CASE STUDIES

WAITROSE
& PARTNERS

Last year, Waitrose & Partners celebrated 10 years of Community Matters, the longest running community scheme of its kind. Over the past decade, the supermarket has donated over £960,000 in Wales to over 2,800 local community causes. Christine Yeates, a Partner (employee) at Waitrose & Partners Abergavenney and Community Champion for four years, explains more:

“At the end of their shop, customers receive a green token to ‘vote’ for a good cause they’d like us to support. Every month, our shop alone donates a share of £1,000 to three local good causes. Our Partners decide which three causes we include so it really has the local community at its heart.

“The causes we donate to vary from smaller schools, brownie and scout packs to music therapy in hospitals, or green projects like supporting beekeepers, forest and river clean-ups.

“A lot of customers feel quite passionate about the scheme, and at times we’ve even run out of tokens because so many people like to vote!

“Community Matters makes me feel really proud. I love the fact that we’re supporting local groups. Whether it’s kids who need a football kit, or toys for a local nursery, 100% of the money is going to our community.”



CORPORATE DONATIONS AND FOOD REDISTRIBUTION

The largest single category of fundraising and donations to good causes comes from corporate donations and food redistribution. Retailers donated over £3.7 million in products in 2017 in Wales. Those donations were provided in two 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 over 500,000 meals donated by grocery retailers) or donations facilitated by retailers (such as for food banks or clothing drives).



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 Wales, whether that is unemployment or mental health.

Merthyr Tydfil is one of ten locations where projects are being trialled, with a view to successful initiatives being rolled out to more communities in Wales. In particular, M&S is working with charity partners in Merthyr Tydfil to host community events in M&S stores to support residents suffering from stress, isolation or loneliness, including RVS connecting older people, as well as partnering with the charity Sported to deliver education support activities to young people in local youth groups



CARRIER BAGS

In 2017 almost £1m was raised by retailers through their contribution to the single use carrier bag levy. 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



Greggs has donated as much unsold food to charity as possible, including soup kitchens, food banks, and shelters for the homeless and vulnerable. The amount of unsold food that we have donated to good causes has increased sixteen-fold since 2013. We currently have 41 shops in Wales donating unsold food to 94 charitable organisations and have ambitious plans to grow this more in the years ahead.

Greggs also continues to support Greggs Foundation improve lives in local communities in Wales.

Over the past 12 months our Local Charity Committee in Wales which is made up from Greggs staff awarded £27,787 to 18 charitable organisations in Wales through Greggs Foundation's Local Community Projects Fund. This Fund awards grants of up to £2,000 to help grow the impact of community organisations and is funded through money raised in collection boxes in our shops.

Through the Foundation's Environmental Grants Fund our Welsh Charity Committee also awarded £35,626 to fund 22 environmental projects in Wales. This was funded through the 5p levy on carrier bags donated to the Foundation by Greggs plc. Greggs Foundation also continues with its ongoing support of the work of the Rivers Trust in Wales through the 5p levy.

We also held a number of appeal weeks to raise money for specific causes in our shops both at a local and national level.

Following a local appeal week in our shops in Wales in February 2018 £1,884 was raised to support homeless people. This money was donated to Llamau whose mission is to eradicate homelessness for young people and vulnerable women in Wales. Greggs staff chose to support Llamau as they already had an existing relationship with this organisation through our unsold food programme which donates food to Llamau to help support homeless people. Greggs staff were so impressed with the work that Llamau do in turning around the lives of young people that they are also supporting their big sleep-out event in November and will be providing free breakfast for around 400 sleepers at Cardiff Stadium.

A further local appeal week in May 2018 to support people with mental health issues raised a further £2,547 which was used to support local mental health charities in Wales.

On a national level our shops and staff fundraised for a number of other charities which staff and customers feel passionate about including Children in Need, the Poppy Appeal and the Disasters Emergency Committee.

CHARITIES SUPPORTED BY THE INDUSTRY

WRC Members supported a host of charities across 2018. We were unable to determine a specific number, mainly as several retailers operate specific local schemes where every store supports one, or even a number of charities – the total number will be measured in the hundreds.

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

Cancer Research, Cash for Kids, Child Brain Injury, Childline, Children in Need, Clc Sargent, Dementia Friends, the Disasters Emergency Appeal, Eve Appeal, Fareshare, Fight Hunger, Great Daffodil Appeal, Guide Dogs for the Blind, Llamau, Macmillan Cancer Support, Marie Curie, the Nightingale House Hospice, Noah's Ark Children's Hospital, the Royal British Legion, Samaritans, Send a Cow, Tickled Pink, Western Beacons Mountain Search, the Woodland Trust



Our colleagues work hard to raise funds for our national charity partner, CLIC Sargent with our Welsh colleagues and customers raising £75,000 over the last 12 months. This has helped the specialist children's cancer charity to employ Ffion, a Welsh speaking Digital Social Worker, to support to families in remote parts of North Wales.

Rachel Driver, Senior Practitioner for Wales said: "As a Welsh speaker, Ffion will be able to communicate with Welsh families in a way CLIC Sargent hasn't been able to before. She can communicate with children in their first language. That is a major step forward for CLIC Sargent in Wales."

In addition to supporting CLIC Sargent, the Morrisons Foundation has donated more than £700,000 to 25 different charities across the country including a £30,000 grant to the Western Beacons Mountain Search and rescue team to fund a new rescue vehicle.





CASE STUDIES



Boots Wrexham

The No7 team regularly support the initiative 'Look good, Feel Better' in conjunction with the Wrexham Maelor Hospital and Nightingale House Hospice, where the Macmillan training beauty advisor regularly attend days to help and support women undergoing cancer treatment to feel themselves again by supporting them with skincare and makeup advice.

Boots Flint

The store team get actively involved in supporting individuals with dementia across Flintshire, through fundraising and holding 'Dementia friendly' shopping events and also volunteering to chaperone people living with dementia to the cinema etc. The Team are recognised within the community as leaders amongst other businesses.

Boots Nationwide

To celebrate St. David's Day, 103 Boots Shops in Wales joined together to raise money for MacMillan Cancer Support. There were cake sales, tombola's, book sales, makeovers, beards shaved, daffodils sold ...to name but a few activities. Teams dressed up, had fun and created a great atmosphere for their customers; whilst raising £7500 for a fantastic cause.





ABOUT THE WRC

The BRC'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 BRC 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 over 5,000 businesses delivering £180bn of retail sales and employing over one and half million employees.

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

SARA JONES
HEAD OF WRC
07785 619 333
Sara.Jones@brc.org.uk



WALES RETAIL CONSORTIUM

Suite 103, 209 City Road, Cardiff, CF24 3JD
07880 039 743 | info@brc.org.uk | brc.org.uk/src

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