

CHARITABLE GIVING BY THE RETAIL INDUSTRY IN WALES

WELSH RETAIL CONSORTIUM'S 2019
REPORT ON MEMBERS' SUPPORT FOR
GOOD CAUSES

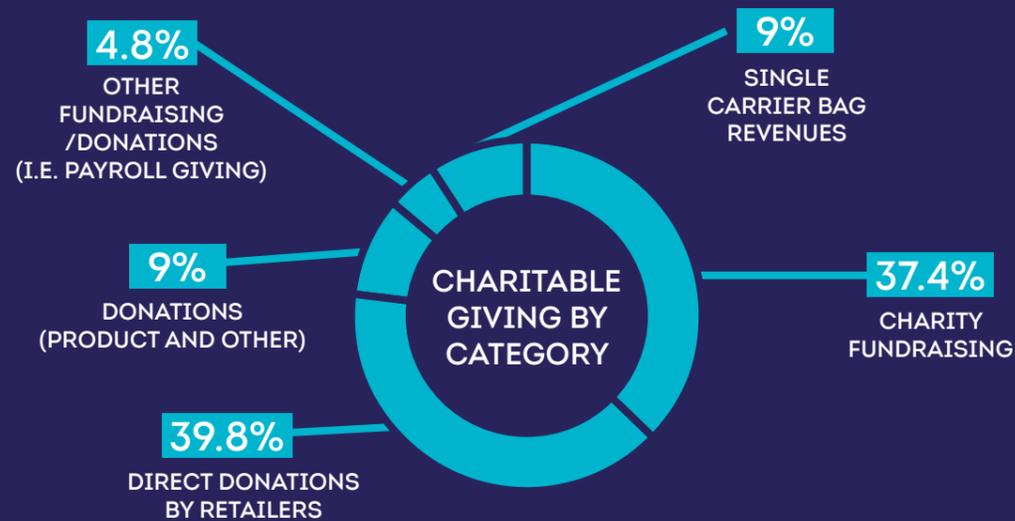




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GIVING IN NUMBERS:



CONTRIBUTORS

Twenty-three WRC Members have supplied us with information on their charitable giving, fundraising, and support for good causes in 2019.



INTRODUCTION

This is the second WRC report into charitable giving and community work in Wales. The report, based on interviews and data from Members of the Welsh Retail Consortium, allows us to shine a light on the incredible contribution made by retailers to communities across Wales.

Twenty-three 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 a record sum of almost £10million to Welsh good causes in the last year. That brings the cumulative total since the WRC started this work two years ago to £17.4 million.

This work is of course vital. However, it's also a very practical example of the work the Retail Industry, through the WRC/BRC's 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 domestic costs. Despite those pressures we've consistently seen a rise in charitable giving on a 'like-for-like' basis.

In many ways the direct support to charities is the thin edge of the wedge. For the first time this year we've investigated the work retailers do to support the local community, assist Government and public sector campaigns, and the work done to improve healthy eating and operate in a more sustainable and environmental manner.

What this does do is provide a snapshot of some of the ways the Welsh retail industry makes a real and tangible difference to Wales' charities, communities, and people.



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, Debenhams, Dobbies Garden Centres, Greggs, Homebase, Iceland, IKEA, John Lewis & Partners, Lidl, Lloyds Pharmacy, Marks & Spencer, McDonalds, Morrisons, Primark, Sainsbury's, Screwfix, Specsavers, Waitrose, Whittard of Chelsea.

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

Whilst we estimate volunteering is worth £2million to good causes in Wales, 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.

CASE STUDY

MCDONALD'S



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 2019, 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

WRC Members reported a rise in contributions to good causes, with the total figure increasing to £9.8 million in 2019; a rise of 28 per cent on last year's figure. That's a notable uplift and is likely to be a consequence of more effective fundraising from retailers as well as increased generosity from Welsh consumers.

The largest contribution was through direct donations to charities from retailers, which totalled over £4.7 million. That was followed by fundraising for charity partnerships which raised almost £3.7 million and was an increase of five per cent on 2018.

Single carrier bag revenues brought in £890,000 and fundraising for specific events raised almost £480,000 for events such as Comic Relief and Children in Need.

We also asked about retailer's community programmes and volunteering. Taken together we estimate Welsh retailers donated over 200,000 hours towards volunteering or community work in 2019 - which is worth over £2 million. Please note as this is a calculation it isn't included in the headline fundraising figures.

Alongside their direct work, in this year's survey Members were asked for details of public sector campaigns they'd supported and been involved in on a voluntary basis; this might include providing space, marketing, time, or collateral. Whilst this doesn't provide a monetary figure for the purpose of this report is nonetheless important given the responsible business role that our members play.

FUNDRAISING AND CHARITY PARTNERSHIPS

The total value of donations through fundraising and charity partnerships in Wales was £3.6million in 2019, 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: Shelter, Clic Sargent, Marie Curie Cancer, Llamau and Macmillan Cancer. Retailers also put significant effort into supporting some of the major annual fundraising campaigns such as Children in Need and Comic Relief.

CASE STUDY



CO-OP FOUNDATION

A Treherbert-based social enterprise dedicated to managing local woodland sustainably has received a £90,000 funding boost from the Co-op Foundation.

Welcome to Our Woods Ltd is the first group to "bag" a share of a new £1 million fund from Co-op's charity, generated through the sale of 5p single-use carrier bags in Welsh Co-op stores. This income was donated to the Foundation by Co-op.

The fund has been set up to enable groups in Wales with a community and environmental focus to safeguard spaces and become more sustainable.

The projects being explored by Welcome to Our Woods – which received a £50,000 interest-free loan and £40,000 grant – are designed to better manage the area's natural resources while creating employment, volunteering and training opportunities for local people.

CORPORATE DONATIONS

Overall Corporate donations were worth almost £5 million to Welsh charities in 2019. That included £3.9 million in direct donations and almost £900,000 in products.

Direct donations refer to a myriad of different ways in which retailers directly support good causes. It includes direct donations to national charities and funds provided to individual stores to support local good causes. It also includes other mechanisms where retailers partner with charities, such as selling specific branded products with the profits going to charities. This will also be schemes where a portion of customer purchases are donated to a charity of the retailer or consumer's choice.

Product donations refers to items which the retailers donate which have an attributable financial value. This includes clothing, furniture, and food and drink products. These are often used to support charities in their own operations or fundraising.

Our fieldwork found there were hundreds of Welsh and national charities who were supported in this way. Health Charities did well, but also those that supported sport and education, as well as local good causes all benefitted from these donations.

VOLUNTEERING AND COMMUNITY WORK

WRC Members also contributed over 200,000 hours of volunteering – worth around £2 million of time given over to good causes. That figure includes retail community programmes within this area.

Those programmes involve retailers giving a member of staff specified hours each week to work with the local community. The community worker receives training, support from the store management team, and a small budget which allows them to help charities small and large. Some of this is to coordinate access to the store for groups to fundraise, bag-pack, or raise awareness of an issue.

Alongside this, retailers also provide staff with the opportunity to support local projects, or even to give up time to support other charities. This is on top of the number of charitable foundations which large retailers run to support their charity work.

One final benefit of this is that retailers' community work provides an enormous contribution to public information campaigns run by the UK and Welsh Government and other agencies. In 2019 this included supporting WRAP in their work on food waste, Food Standards Agency work on Eat Better Feel Better, and their food safety campaigns. Support was given in store to the police and NHS Screening Services. Retailers also continue to support alcohol awareness charities, including Drinkaware and Community Alcohol Partnerships.

Alongside this, retailers also campaigned to raise awareness around issues as diverse as period poverty, sepsis, loneliness, and modern slavery. It's also worth noting several retailers have provided direct support for the campaign to bring forward tougher penalties for those who assault shopworkers.

CASE STUDY

JOHN LEWIS
& PARTNERS

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Since 2017, John Lewis & Partners Cardiff has partnered with Welsh homelessness charity, The Wallich, selling One Knit Wonder knitting kits during the festive season which contain everything customers need - including chunky wool, knitting needles, and a knitting pattern - to knit a beanie hat from scratch. Customers are encouraged to wear, gift or donate their completed items.

The kits are sold for £12 for a limited time before Christmas with £10 from every One Knit Wonder kit going to The Wallich.

The collaboration raised over £12,000 in its first year, continuing in 2018 with a further £12,600 being raised. The 2019 kits launched in John Lewis & Partners Cardiff in time for Christmas, but with a slight twist on the concept with customers having the opportunity to buy a scarf kit as well.



CASE STUDY



SPECSAVERS

Optical and audiology business, Specsavers, is passionate about giving back and working with its local communities. In 2018, Specsavers raised more than £2.5 million for charities and good causes globally.

In Wales, the 40 stores located across south and mid Wales – which are all locally-owned and run – have a history of joining together to support charities close to their hearts, donating hundreds of thousands of pounds thanks to their efforts.

In 2019, the region pledged to support the Teenage Cancer Trust by launching a two-year fundraising partnership as the charity marked its 10-year anniversary. The stores are currently working towards a fundraising target of £30,000 by May 2020, before embarking on year two of the partnership.

So far, team members from Specsavers stores in Wales have held 10th birthday parties for the charity in their stores, hosted events such as raffles, cake sales and giveaways, while others have braved sky dives and half marathons. All funds raised for Teenage Cancer Trust will help towards creating a second Wales-based youth support coordinator job, whose responsibilities would include organising activities, trips and social opportunities for young cancer patients.



CASE STUDY



let's feel good

BOOTS

Boots UK has partnered with Macmillan Cancer Support for ten years to improve access to cancer support and information on the high street. Over 2,000 Boots Macmillan Information Pharmacists have been specially trained and there are more than 1,000 Boots Macmillan Beauty Advisors in Boots stores. Boots colleagues and customers across the UK have also raised over £18 million to support Macmillan's life-changing services.

The company has also completed its 16th year of fundraising in the UK for BBC Children in Need, raising a total of £13.8m over the years. The £1.1m raised for the charity this year (November 2019 appeal) will specifically help fund projects that champion mental wellbeing. This builds on the Boots commitment to support the charity's "A Million and Me" programme with now over 20,000 Boots colleagues trained to bring this to life in stores.

In addition, Boots UK has partnered with The Prince's Trust and WE, and has at least one Dementia Friend colleague in every store across Wales.

These examples contributed to Business in the Community choosing Boots UK, now celebrating its 170th anniversary, as its "Responsible Business of the Year 2019-2020".



CASE STUDY



ASDA

As part of Asda's ongoing support as a principal fundraising partner of BBC Children in Need, our Community Champion, Sam Broadley from the Llangefni store, wanted to go above and beyond to raise vital funds to support BBC Children in Need's Power of Play campaign. Sam set herself the challenge of taking Pudsey to visit every primary school on Anglesey in the 9 days leading up to the November appeal night. With 41 schools to visit, Sam and Pudsey had to get to an average of five schools per day to reach their target. Pudsey travelled over 320 miles to reach everyone, but he made it to every single school, putting smiles on the faces of over 8,000 children all over the island.

In 2019, Asda raised £2,301,252 for BBC Children in Need through product and store fundraising efforts, of which £19,118.51 was raised across Wales through customer and colleague fundraising activities. All Asda fundraising for the charity is invested in the Power of Play campaign, which has already supported over 20,000 children and young people to develop vital life skills through play.



CASE STUDY



ICELAND

Through our stores in Scotland (£80,884) and Wales (£53,744) we raised a total of £134,628 for our chosen charity ARUK in 2019. The majority of this was raised during charity week in June 2019. This is a week of high energy, fun activity which thanks to our colleagues and customers raises a huge amount for charity every year. 2019 saw our total donations via our 'Dementia: let's beat it' campaign reach £17 million.

Our Charitable Foundation supported the Surfers against Sewage 'Big Spring Beach Clean: Summit to Sea' which saw 9,306 volunteers clear 13,344.83kg of plastic pollution in Wales and 6,479 volunteers clear 7,733kg of plastic pollution in Scotland.

Our 77 stores in Scotland and 62 stores in Wales all participated in the first activation of our Backyard Nature campaign in September 2019 which saw 330,000 seedballs distributed to the young Backyard Nature Guardians we have recruited in our communities.



CASE STUDY

WAITROSE
& PARTNERS

WAITROSE & PARTNERS

Waitrose & Partners' Community Matters is the longest running scheme of its kind. Since its launch 11 years ago, we have donated over £1 million to over 3,000 good causes in Wales chosen by our Partners (employees) and customers. The scheme runs all year round, and many people particularly appreciate our Christmas activities.

Caishnah Baum, a Partner (employee) at Waitrose & Partners Caldicot, explains:

"At Christmas, we support local food banks and other charities like schools, churches, the Community Café, and Christmas lunches. We donate food, raffle prizes, toiletries, and gifts for children. It makes me really, really proud to work for a company that gives back so much."

Rhiannon Moon, a Partner in Monmouth, agrees:

"We give food parcels to people in need, and also support a community dinner by donating 200 mince pies and Christmas crackers. It's heart-warming when you see the smile you've put on someone's face."



CASE STUDY



B&Q

At B&Q, we believe that everyone should have a home they can feel good about. We're passionate about creating good homes by making home improvement accessible for everyone. At a national level, B&Q supports Shelter and Shelter Cymru, the leading charities tackling poor housing and homelessness. B&Q colleagues and customers have collectively raised more than more that £615,000 in the past year for our national partners, with more than £45,000 raised in Wales.

This year, to help mark our 50th anniversary B&Q committed to completing 50 good home community projects across the UK & Ireland. Each region recruited a team of colleagues – donning their signature orange aprons – to undertake a host of home improvement projects for local charities and community initiatives.

One of the projects supported was Blaen-Y-Mas Drop In Centre in Swansea. The drop-in centre is run by volunteers and funded by selling donated clothes and bric-a-brac in their community shop. Local individuals and families can use computers at the centre, access help and advice and they also hand out surplus food donated by local supermarkets.

Karen Hughes from Blaen-Y-Maes Drop In Centre, said:

"We are really pleased with the results of the B&Q makeover, it will make such a difference to the day-to-day running of the drop-in centre and will help us help more local people. The team brought their home improvement skills and high spirits which made the whole experience enjoyable for all. Thank you."



CASE STUDY



SAINSBURY'S

At Sainsbury's we have a long history of building strong partnerships and delivering positive impact in the communities we serve. We aim to help those in need through fundraising, volunteering, donations and by raising awareness of various causes. This year we raised over £30 million for charities and local communities. This includes £2.3 million from our Local Charity of the Year programme, £11 million for Comic Relief and £422,000 for The Alzheimer's Society.

Our long-standing charitable partnerships help ensure we make a difference in Wales. In 2019 we celebrated our 25th year of supporting Poppy Appeal and raised over £85,000 for The Royal British Legion in Wales. This involved colleagues and volunteers from The Royal British Legion fundraising and collecting donations in our Sainsbury's stores.

In addition to working with national charity partners across Wales, we also work with local community groups through our extensive store network. For example, in Cardiff we work with City Hospice to redistribute surplus food that is still safe to eat to vulnerable people in need of help.



CHARITIES SUPPORTED BY THE INDUSTRY

WRC Members supported hundreds of charities across 2019. 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.

The Alzheimer's Society, Cancer Research, Child Brain Injury, Childline, Children in Need, Clic Sargent, Dementia Friends, Eve Appeal, Fareshare, Great Daffodil Appeal, Guide Dogs for the Blind, Llamau, Macmillan Cancer Support, Marie Curie, Prince's Trust, Royal British Legion, Samaritans, Send a Cow, Shelter Cymru, The Wallich, The Teenage Cancer Trust, Tickled Pink.

CASE STUDY



GREGGS

In Wales in 2019 the Greggs Foundation awarded community grants totalling £22,044 to 17 local charities. The Greggs Foundation also awarded 17 grants totalling £23,799 to support Welsh environmental projects. Staff on our Local Charity Committee chose these organisations that were supported.

Two members of staff on our Local Charity Committee in Wales recently volunteered as stewards at the Llamau Sleep-out in Cardiff, an event organised to raise awareness of youth homelessness and to raise funds to provide shelter for homeless youngsters aged 16-25 years.

Members of the Greggs Retail Team also prepared and distributed breakfast to 150 fundraisers who had taken part in the event. Greggs' shops teams in the Welsh distribution areas are also planning to collect items for Christmas gift boxes, to be distributed to young people staying in Llamau accommodation as well as women and children who have been victims of domestic violence who are being housed in Llamau women's refuges.

The Christmas gift appeal was a great success last year and over 200 gift boxes were donated to Llamau. Llamau were also the beneficiaries of our most recent homeless charity appeal and received a donation of £1912 in 2019.

ABOUT THE WRC

The WRC'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 WRC 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 here in Wales and across the UK comprises businesses delivering £180bn of retail sales and employing over one and half million employees.

In addition to publishing leading indicators on footfall and shop vacancies, our policy positions are informed by our membership and determined by the WRC's Board.

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

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WALES RETAIL CONSORTIUM

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