



# Charitable engagement

## Giving, to build better lives

Charitable engagement is a key part of the Bellway ethos and we are proud of our work so far, but we aren't going to rest on our laurels. Our commitment to helping others is only going to grow – we are dedicated to widening the range of our charitable activities and increasing our fundraising totals.

### Our primary charitable commitments

#### Supporting and developing

We are committed to continuing our support for local and national charities, as well as the communities in which we develop.

#### Maintaining key partnerships

Cancer Research UK has been Bellway's national charity partner since 2016.

#### Going the extra mile

Our colleagues also fundraise for local charities. Our policy of 'matching' means that, for every pound raised, Bellway donates an additional pound to the chosen charity. For fundraising for our partner, Cancer Research UK, Bellway will double match fundraising.

### Our efforts so far

- In 2021, our employees, sub-contractors, and suppliers raised £93,703 (2020 – £140,134). When combined with Bellway's 'double matching' of employee fundraising and other corporate donations, the total raised was £351,157 (2020 – £328,493).
- The partnership has raised £1,954,829 for the charity over the last five years, just £45K short of our £2million target.
- The pandemic hampered our ability to fundraise for Cancer Research UK for a period of 16 months. However, we have extended the partnership for a further two years and have set a new target of reaching £3million in fundraising and donations by the end of 2023.

### Key Targets

#### Raising more and doing more – our aims for 2022 and 2023

- £3M – By the end of 2023, we are aiming to raise £3M for Cancer Research UK.
- 2023 – By July 2023, we want to establish at least one partnership with a charity that supports disabled and/or disadvantaged individuals, with a view to providing work placements within Bellway.
- 2022 – By December 2022, we are looking to implement a programme of employee benefits roadshows, alongside increasing payroll charitable donations compared with our FY21 total.
- 2023 – One day per FTE every year will be dedicated to volunteering activities for office-based staff, by FY23.

### Headline target

Raise £3M for Cancer Research UK by end of July 2023

External KPIs	External targets
• Fundraising/donation total (£)	• Raise £3M for Cancer Research UK by end of 2023
• Number of work placements offered	• Establish at least 1 partnership with a charity supporting disability/disadvantaged individuals with a view to providing work placements within Bellway by July 2023
• Number of individuals offered permanent roles	
• Number of employees reached by benefits roadshows	• Implement a programme of employee benefits roadshows and increase payroll giving donations against FY21 by December 2022
• Payroll giving donations	
• Number of volunteering days	• All office based staff to be given the opportunity to complete a volunteering day by July 2023
• % staff undertaking at least 1 volunteering day	• 1 day per FTE per year donated to volunteering activities by July 2027

Headline Target

