

# Corporate Community Policy

## Why we invest in the community:

By investing in our community, we strengthen our company culture. Community investment keeps us in touch with our customers, makes us more adaptable and responsive, gives us new perspectives and skills, and helps us work in more creative ways.

Happily, investing in the community is a natural extension of our company values:

To be brave;  
Innovate and inspire.  
Be caring and understanding.  
Be yourself

### **Being Brave**

Going beyond our personal comfort zone to reach out to people in need.

### **Innovating and Inspiring**

Using our skills and experience to find new and different ways to make a difference to local people and communities.

### **Being caring and understanding**

Our customers are mainly schools, nurseries and care homes; only by understanding the day to day operational challenges can we attempt to properly serve them.

How better than for employees to spend time with our customers and in the communities they serve?

### **Be Yourself**

Community project work is an excellent opportunity for our staff to try different things.

It is excellent as a development tool for aspiring managers and a great way of getting staff from across the organisation to mix and get to know each other.

If we can make a difference locally too, then that is even more satisfying.

## Our community commitments:

To:

- Build community investment into mainstream business practice
- Aim for a contribution of around 1% of pre-tax profits
- Encourage the inclusion of community objectives in the development of brands, people and reputation
- Include details of community investment annually in our Responsible Business Report

We believe that community investment is a business imperative - not a nice-to-do or 'add on' activity. It requires the same standards, discipline and excellence as any other part of our business and needs to be managed just as professionally. We constantly try to improve the effectiveness, impact and social benefit of our community activities by sharing best practice across the business, monitoring and measuring the effectiveness of projects and applying lessons learnt from case studies and past projects.

## Our themes:

We have developed three principle areas of focus where we concentrate our community involvement.

### **Education & Enterprise**

We invest, directly and indirectly, in developing the skills and potential of people:

- Education is key to everyone's future success and is our biggest customer market
- By supporting education projects we help raise standards and develop skills.
- By building links with individual pupils, teachers and schools, we can transform aspirations, support learning and help prepare young people for the world of work
- Enterprising communities generate employment and skills. Our investments can unlock potential and create new opportunities which persist long after our involvement ends

### **Health & Welfare**

We have a strong interest in health and welfare with activities covering a wide range of causes:

- specific medical conditions such as cancer and meningitis
- the provision of proper support and facilities for children with special needs
- wider social issues such as teenage pregnancy and homelessness

### **Environmental sustainability**

Our environmental interests extend from the impact of our business on the local environment to the protection of the ecosystems that provide raw materials for our products. As part of our environmental commitment we invest in:

- Innovative new products with strong sustainable credentials (e.g. Tru-Green envelopes)
- Renewable energy sources for our premises (e.g. solar water heating and Green electricity)

### **How we contribute**

Our investment can be a mixture of money, the time and skills of our people and/or gifts in kind. We have a wide range of resources that can be given in kind. These include product donations, use of meeting rooms and other facilities, as well as access to training and other specialist materials.

### **Money**

We make financial contributions such as:

- giving money in response to specific appeals
- financially supporting charities and community organisations
- sponsoring community-focused events or activities
- donating a percentage from sales of products linked to a cause

**In 2007 we invested £ in non-profit making causes. This was % of our pre tax profit.**

### **Time & Skills**

We encourage our people to give time and use their skills to help the local community. Their contributions can:

- add deeper value to cash donations
- build long-term relationships with real substance
- bring energy and creativity
- supply specialist skills which community groups really need
- help us find new and better ways for the company to contribute

We encourage and support our employees by giving them 2 days paid leave per year to support company sponsored community projects. Their achievements are recognised through initiatives such as Team of the Quarter, Employee of the Month and Employee of the Year awards. Every two years, our Chief Executive's Award for Employee Community Involvement recognises outstanding examples of community service.

### **Gifts-In-Kind**

Our businesses donate a wide range of resources in-kind including:

- our products
- materials and promotional items
- equipment or furniture