

Charitable Giving Policy

Overview of the Paddington Partnership Community Programme

The Paddington Partnership Community Programme is a bespoke corporate community involvement service delivered by the Paddington Partnership. Established in 2004, the Community Programme supports local businesses - who subscribe to our services - to build relationships with local charities, community groups, schools and social enterprises.

Our purpose is to increase awareness amongst businesses and their employees of the opportunities available to them to provide help and support throughout the Paddington community and to deliver meaningful, rewarding volunteering that bring benefits to all involved. The Community Programme principally achieves this aim by organising one-off team challenges and longer-term skilled volunteering opportunities for subscribers' employees.

The Community Programme also channels donations of unwanted items e.g. office furniture and IT equipment from subscriber companies to charities, schools and community groups and identifies opportunities for companies to support charity events and enterprises, and vice versa. For example, by inviting businesses to donate raffle prizes or by inviting charity representatives to be guest speakers at corporate events.

How we provide financial support to the Paddington Community

The Paddington Partnership Community Programme does not make direct financial contributions of its own to charities. It is for our subscribers to decide how they support the local community. The role of the Community Programme is to help facilitate, broker and celebrate this activity. We recognise the tight budgets that many of our charity partners operate under and we endeavour to offer support indirectly and in kind. Our Community Programme Manager is in regular contact with groups as we plan volunteering events with them and this ongoing dialogue means we remain informed as to the financial priorities and needs of charities, schools and community groups in the area.

The Paddington Partnership Community Programme facilitates financial support in several ways:

- Volunteer teams participating in practical projects often contribute financially towards the costs of equipment for activities e.g. plants for the Great British Spring Clean.



Marks & Spencer purchased the ingredients colleagues used to bake a selection of cakes as part of a special afternoon tea at Avenues Youth Centre.

- Where teams are hosting a lunch or tea party, they will purchase the ingredients or refreshments. For many charity partners, schools and community groups, this monetary contribution is critical to enabling an event or activity to go ahead.
- Signposting and making charity introductions for Community Programme subscribers who express specific interest in offering financial support to local causes e.g. by adopting a local charity of the year, hosting a donation point in the office reception area or participating in a sponsored event where a charity is the beneficiary e.g. dragon boat racing. Direct introductions are made at the request of subscriber companies, as opposed to beneficiaries, to manage the high volume of requests businesses receive and adhere to companies' CSR and corporate giving policies.



We signpost companies looking to offer financial support to local events and causes, including the popular annual dragon boat race at Merchant Square.

The Paddington Partnership

- Finding recipients in the local community where good quality, unwanted items from subscriber companies can be donated e.g. office furniture and IT equipment. Making these donations is a sustainable, ethical choice. They result in cost savings for charity partners in not having to purchase items, whilst businesses avoid having to pay disposal fees and waste going to landfill is reduced.
- The Community Programme supports subscribers to host donation points in their offices; collecting essential items such as food, clothing and toiletries for the local foodbank, and homelessness charities, e.g. West London Mission.



Companies frequently support charity collections e.g. of non-perishable items for the Foodbank and toiletries and clothing for homelessness charities.

- Notifying subscriber companies with function rooms, when charities are looking for meeting or event space. Vice versa, we promote community spaces to our subscribers when they are looking to hold events; providing an important revenue stream for community groups.
- Inviting Paddington businesses to donate raffle prizes, support Crowdfunding campaigns or purchase tickets to attend charity fundraising events; by promoting opportunities on our website and social media.
- Occasionally Paddington Partnership employees choose to make an individual donation to a local charity e.g. by purchasing raffle tickets at a fundraising event, donating sponsorship money or contributing to a Crowdfunding campaign. This donation is at the discretion of individual colleagues and is not claimed back from the company.
- Where charities are our suppliers or contractors, we will respect their charitable status and not apply pressure to secure preferential or discounted rates and fees.

Who we support

The Community Programme supports approximately 40 charities, schools and community groups. We undertake careful due diligence on charities we work with to ensure all donations (of time, gifts and money) address genuine local need. We do not support causes which discriminate against any individual because of a protected characteristic, as defined under the Equality Act 2010 (Age, Disability, Gender \ Reassignment, Marriage and Civil Partnership, Pregnancy and Maternity, Race, Religion or Belief, Gender, Sexual Orientation).

How we report on charitable giving

- We track all volunteering activity throughout the year and use this data to prepare annual reports for our subscriber companies. The reports document the number of colleagues who have volunteered, volunteer time, number of beneficiaries and any financial donations.
- We produce an annual infographic, shared on our website and social media, which reports on all our activity, including charitable giving leveraged.
- We regularly share good news stories on the Paddington Partnership website. Where subscriber companies have made significant donations of time, gifts or money, these contributions are celebrated in articles on the website and on associated social media channels.



Visa purchased the paint and tools which the team of colleagues used to redecorate two therapy rooms at St John's Hospice.

The Paddington Partnership

If you would like further information about the Paddington Partnership Community Programme, please contact the Community Team on volunteer@thisispaddington.com or call 020 3145 1207.

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