



ANNUAL REVIEW 2015/16





INTRODUCTION

WE'RE MAKING A POSITIVE DIFFERENCE TO PEOPLE'S LIVES IN LOCAL COMMUNITIES.

The Morrisons Foundation was set up to support charities that improve people's lives. Since launching in February 2015, we've donated over £2.5 million across England, Scotland and Wales.

How we do it

We award grants to charity projects and provide match funding for Morrisons colleagues to support the great work they do for a wide range of charities.



"It has been a busy first year for the Morrisons Foundation. Since launching, we have supported over 400 charities across

England, Scotland and Wales, including many in our home city of Bradford. We remain focused on supporting charity projects that directly improve people's lives and my thanks go to everyone who makes this possible."

*Martyn Jones,
Morrisons Foundation Chairman*



"Morrisons as a force for good is committed to giving to the communities we serve and supporting charities which make a positive difference.

The launch of the Morrisons Foundation means we can increase our support for good causes which matter to our customers, colleagues and those communities. I am delighted that so many great charities have benefitted over the past year from grant awards and colleague match funding."

David Potts, Morrisons CEO

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OUR YEAR IN NUMBERS



OUR YEAR IN NUMBERS

In our first year we:

Approved
200+ MATCH
FUNDING
applications

Awarded
300+ **(94%)**
GRANTS *of them*
in Morrisons
communities

SUPPORTED
more than **400** *charities*

SPENT 2%
LESS THAN *on*
administration

£1.9 **MILLION IN**
ENGLAND
(£210,000 in Bradford)

£125,000
in Match funding

£335,000
IN SCOTLAND

£155,000
IN WALES

MAKING A TOTAL
DONATION OF
£2.5 **MILLION**





GRANT FUNDING

The Morrisons Foundation's grant programme is designed to help charities deliver projects that improve people's lives.



From supporting disability charities to educational projects, homeless shelters to hospices, our aim is to make a positive and lasting impact in local communities. In our first year we awarded grants of over £2.4 million to charities across England, Scotland and Wales – which has supported their vital work.

These charities work tirelessly to deliver amazing work, and we're proud to support them.

WHAT MORRISONS COLLEAGUES HAVE TO SAY...

Morrisons colleagues have really thrown their weight behind the Morrisons Foundation by getting involved in cheque handovers and letting local charities know about us. We're really proud of their dedication and would like to thank them all for their support.

"IT WAS QUITE EMOTIONAL WHEN WE HANDED OVER THE CHEQUE."

"It's fantastic to see so many people put these funds to good use."

"OFF TO PRESENT A CHEQUE FOR THE MORRISONS FOUNDATION. FEELING PROUD."

"Great to be supporting local charities that really benefit!"

"VERY PROUD TO PRESENT THIS CHEQUE TO A DESERVING CAUSE."

"THE HIGHLIGHT OF THE YEAR WAS PRESENTING CHEQUES FROM THE MORRISONS FOUNDATION TO TWO LOCAL GROUPS."

"It's such a good idea to donate money in this way – we're so happy to help."



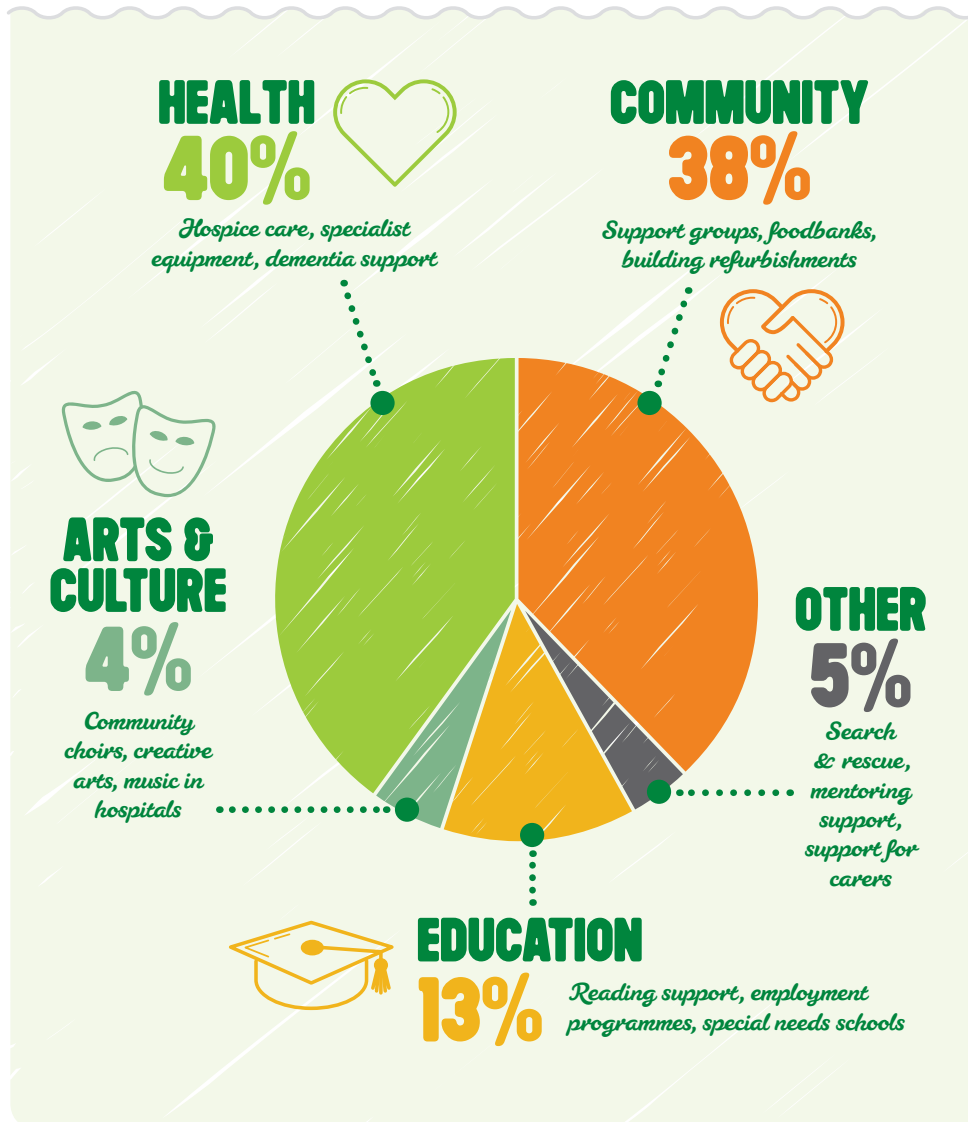


WHERE OUR GRANTS GO

WHERE OUR GRANTS GO



Our grants have supported charitable activity in a wide range of different fields. Here's how our donations have broken down so far:





SPOTLIGHT ON...

ENGLAND

The Morrisons Foundation has awarded over £1.9 million through the grant programme in England. So far we've worked with over 250 charities to make a real difference to people in local communities – and we're delighted to see that so many have benefitted from our donations.

EPILEPSY ACTION

The charity received a **£16,030** donation to upgrade their online support and resources. This has helped children aged 7-11 living with epilepsy to understand their condition. Fundraising Officer Mary-Ellen Ward said: "Thanks to the generous grant from the Morrisons Foundation, we'll now be able to enhance our materials to develop a comprehensive and engaging package of online resources to improve the wellbeing and daily lives of children with epilepsy."



WELLCHILD

WellChild received **£20,000**, which helped to renovate the gardens and bedrooms of children with serious illnesses, making them more suitable for their needs. Chief Executive Colin Dyer said: "We were delighted to receive a donation of £20,000 from the Morrisons Foundation. It's allowed us to improve the lives of more seriously ill children through the expansion of our Helping Hands scheme."



HEY SMILE FOUNDATION

With our donation of **£9,254**, the HEY Smile Foundation has created a bank of equipment that local charities and community groups can borrow – including gazebos, computers and outdoor games. This helps the charity respond creatively to areas of need and support people in the local community.





VARIETY, THE CHILDREN'S CHARITY

A donation of **£27,750** enabled Variety to buy a new Sunshine Coach. The coach offers disabled and disadvantaged children the opportunity to take part in new experiences that they would otherwise not have access to. Lyn Staunton, Development Director, said: "The support given by the Morrisons Foundation to sponsor a Sunshine Coach will change the lives of so many disabled and disadvantaged children in so many more positive ways."

PLYMOUTH & DEVON SCHOOLS SAILING ASSOCIATION

Our donation of **£9,544** helped the charity to install the equipment needed to allow severely handicapped people to enjoy sailing.



FOCUS ON...

BRADFORD

The Morrisons Foundation aims to support the city in which Morrisons began its journey. With over **£210,000** donated in Bradford since our launch, we've already supported some great projects.

Chellow Hearts

As the fundraising arm of Chellow Heights Special School, Chellow Hearts used our **£20,000** donation to create a sensory zone for young people with additional needs.



Bradford Bulls Foundation

The Bradford Bulls Foundation used our donation of **£20,000** to introduce street and playground games as a way of increasing physical activity among young people.



Centrepont

A **£20,000** donation to Centrepont enabled the charity to run an enterprise programme for vulnerable young people. All the young people involved have progressed onto further training programmes or qualifications.





SPOTLIGHT ON...

SCOTLAND

Our support in Scotland has exceeded £335,000 donated to charities working to make a positive difference to people's lives. From Dumfries to Inverness, Glasgow to Aberdeen, our grants have covered the length and breadth of the country and helped some great charities to continue their vital work.

CHILDREN IN POVERTY INVERCLYDE

With £35,000, Children in Poverty purchased a holiday home to offer breaks to children and families from deprived local areas. Chairman Pat Burke said: "This will enable us to reach more children across Inverclyde who live in poverty, who won't have a holiday and who never get the opportunity to enjoy the fun outdoors as a family."



KILBRYDE HOSPICE

The hospice used our £18,000 donation to expand their music therapy and exercise classes. The sessions provide a safe and supportive environment in which people can enjoy the friendly atmosphere of the day hospice drop-in centre.



FISHERMEN'S MISSION

Our £20,000 donation is supporting the charity's 'Making a Difference - Fishermen for the Future' project, which offers young people the opportunity to train for a future in the fishing industry. For some, it will be an introduction to the possibilities that being part of the fishing sector can offer, while for others it will provide the funding they need in order to secure their training and gain employment.





SPOTLIGHT ON...

WALES

Many Welsh charities have received a cash boost from the Morrisons Foundation's grant programme, and we have so far donated over £150,000 to support projects based in the country. Our support continues to grow and we're committed to making a real difference throughout Wales.

The facts

- Over £150,000 donated
- Over 20 charities supported

CAVRA

The Civil Aid Voluntary Rescue Association used our £10,000 donation to provide rescue boat operator training – and to purchase new equipment that supports their vital work. The grant will enable the charity to cover a wider area and respond quicker.



DIAL-A-RIDE

Our £5,000 donation helped Dial-A-Ride Denbighshire purchase a new vehicle, used to support people who find it difficult to access public transport. The charity covers all areas from Prestatyn to Abergele to Denbigh, providing a vital service to those who would otherwise be unable to get around.



INTERSENSORY CLUB

An interactive multi-sensory room for people with severe disabilities became a reality thanks to a £10,000 donation. What's more, it's a facility that's open for service users outside the regular Special Educational Needs school hours.



MATCH FUNDING



Morrisons colleagues play an active role in their communities, supporting a variety of local and national charities they often have a personal connection with.

The Morrisons Foundation's match funding offer has been introduced to support the great work that Morrisons colleagues do for charities and to provide an extra boost to their fundraising efforts. In 2015/16:

- Over 200 colleagues benefitted
- Over 100 different charities received donations in match funding
- Over £125,000 donated
- Over 95% of match funding applications approved



Beth Woodley raised £265 for Rethink Mental Illness by taking part in the Great North Run.



Daniel Metcalfe raised £250 for the Children's Society by taking part in the Snowdonia Half Marathon.



Jack Thompson raised £370 for Cancer Research UK by taking part in a 60-mile bike ride.



Louise Clarke raised £238 for East Anglia's Children's Hospice by taking part in the West Suffolk Colour Dash.





Match funding is available for Morrisons colleagues who receive sponsorship in recognition of the time and effort they invest in raising money for charity. We're proud of their dedication to support charities and will do what we can to support them.

What Morrisons colleagues have to say...

THANK YOU SO MUCH FOR MATCHING MY HARD-EARNED SPONSORSHIP. IT'S GREAT THAT THE MORRISONS FOUNDATION HAS BEEN SET UP TO SUPPORT OUR FUNDRAISING.

I was delighted to get the cheque, and the people at the hospice were over the moon to receive it. Thank you so much.

I CAN'T THANK YOU ENOUGH FOR MATCHING THE FUNDS I RAISED. THIS WILL HELP A FANTASTIC CAUSE, WHICH IS REALLY CLOSE TO MY HEART.

With your help, we managed to donate over £1,000 to a great local charity. Thanks!

THANKS SO MUCH FOR APPROVING MY MATCH FUNDING APPLICATION – I CAN'T WAIT TO GET THE CHEQUE PAID IN!



Andy Atkinson raised over £3,000 for Cancer Research UK and Sue Ryder by taking part in a triathlon.



MATCH FUNDING FOR UP TO £1,000 PER APPLICATION IS AVAILABLE FOR MORRISONS COLLEAGUES UP TO TWO TIMES A YEAR. FIND OUT MORE AND APPLY ONLINE AT MORRISONSFOUNDATION.CO.UK



HOW YOU CAN GET INVOLVED...

General public

Do you know a charity that could benefit from the support of the Morrisons Foundation?

Direct them to our website to find out more.

Charities

Are you involved with a charity that would like to apply for support?

Simply complete a grant application online.

Morrisons colleagues

Are you a Morrisons colleague raising money for a charity?

Apply online for match funding to receive an extra boost for your efforts.

HOW TO APPLY

- Applying to the Morrisons Foundation is quick and easy – simply visit morrisonsfoundation.co.uk, click 'apply' and then follow the steps for either a grant or match funding.
- Once you've completed the questions you'll be taken to the online application form.

HOW WE'RE GOVERNED

The Morrisons Foundation is an independent charity governed by a board of Trustees which includes individuals who work for Morrisons and independent Trustees. The board is responsible for advancing the Morrisons Foundation's charitable purposes for the public benefit.

HOW WE'RE FUNDED

Our main source of funding is money from the sale of single-use carrier bags in England, Scotland and Wales. We also receive a proportion of the income generated by charity scratch cards and clothing banks in Morrisons stores.

Registered charity England and Wales (1160224) and Scotland (SC045634).
Company number: 09104264. Registered address: Hilmore House, Gain Lane, Bradford, BD3 7DL