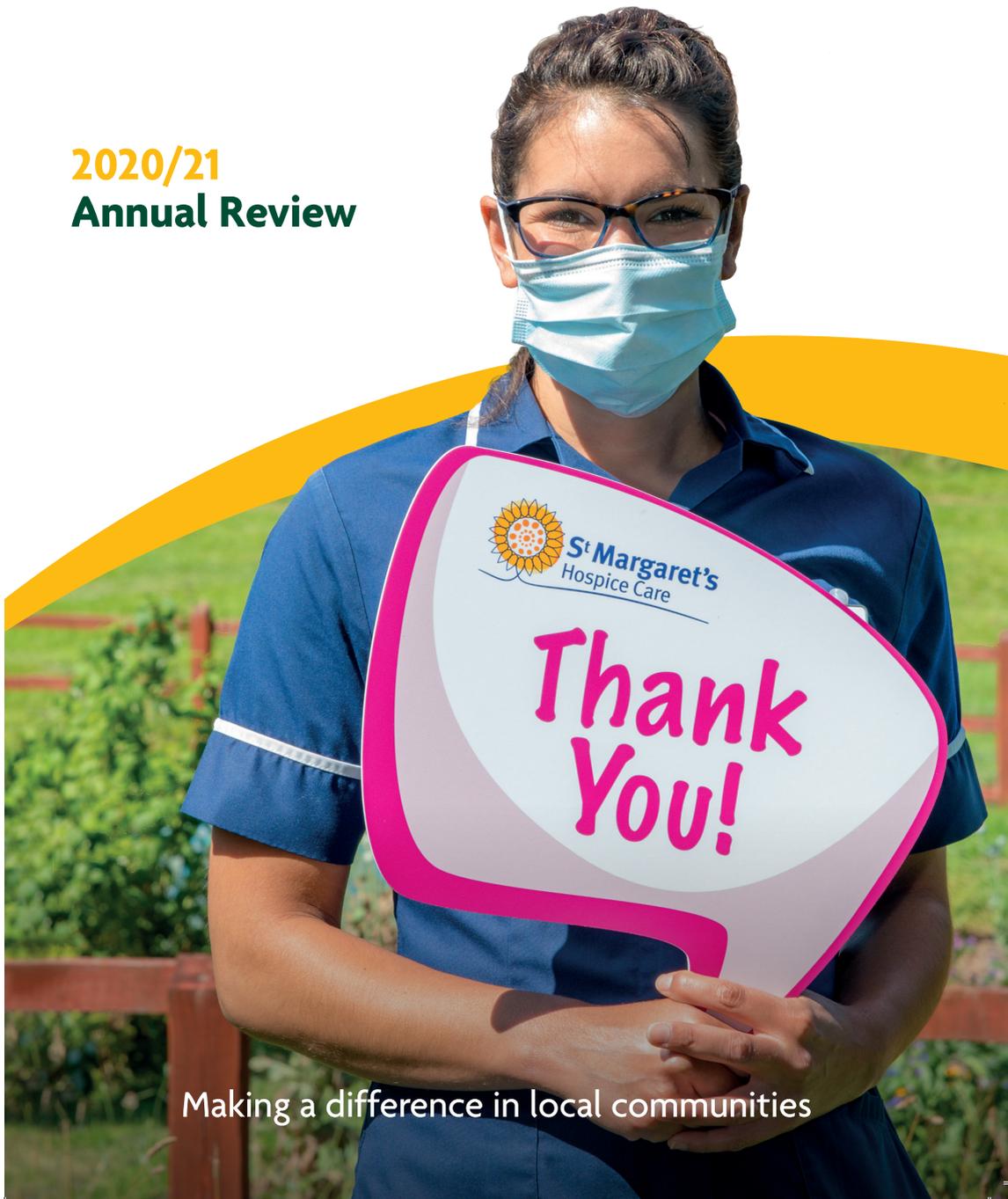




**2020/21**  
**Annual Review**



Making a difference in local communities

# Morrisons Foundation



**Martyn Jones**

Morrisons Foundation  
Chairman

“This year has been a year like no other for the Morrisons Foundation, the charity sector and the country as a whole. Our core focus on supporting vulnerable people affected by COVID-19 enabled vital work to be delivered quickly in communities throughout Britain at a time when it was needed most. In April 2020 we launched our Homeless Support Fund, providing grants totalling over half a million pounds to homelessness charities. Morrisons colleagues from across the business also received a cash boost for their fundraising during a period in which voluntary income for charities was significantly affected by COVID-19. This demonstrates how important it is to the Trustees that we remain flexible in our priorities for grant giving and colleague support, to provide help to people that is both relevant and timely. The Morrisons Foundation has now donated more than £30m to charities across England, Scotland and Wales and we are proud to continue to make a positive difference in local communities.”



**David Potts**

Morrisons  
Chief Executive

“Throughout the course of the pandemic Morrisons has been there for the nation. We have expanded online capacity, launched a next-day delivery service for the vulnerable, donated millions of products to food banks, tackled holiday hunger, and offered discounts to NHS staff, teachers and blue light workers. The Morrisons Foundation has been a key part of our response and provided critical support for hundreds of charities on the front line. COVID-19 has placed huge pressure on these vital organisations and funding from the Foundation has enabled many life-saving services to continue. For example, grants to charities supporting people experiencing domestic abuse and caring for rough sleepers have made a crucial difference at a time when these services have never been more important. I look back on what was an undeniably terrible pandemic year with a deep sense of pride in the role that Morrisons - and the Morrisons Foundation - have played in responding to the needs of our local communities.”

## Our Trustees

Our eight Trustees set the direction of the Foundation and ensure it fulfils its charitable purposes.



**Martyn Jones**



**Guy Mason**



**David Scott**



**Andrew Clappen**



**Kate Bratt-Farrar**



**Sarah Wilkinson**



**Jonathan Burke**



**Zulfi Karim**

## What we do

### Grant Funding

Our grants help registered charities deliver projects which make a positive difference in local communities.

### Match Funding

Match funding boosts the money that Morrisons colleagues raise for their chosen charities.



**£3m**

Donated in grants

**£324k**



Donated in match funding

# Supporting local charities in a year like no other



The Morrisons Foundation funds charities making a positive difference in local communities. In the last year, we donated **£3.3m** to help more than 500 registered charities across England, Scotland and Wales, including many supporting people affected by COVID-19.

## How we help communities

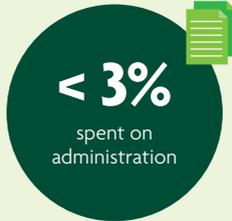
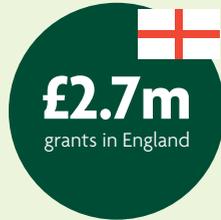
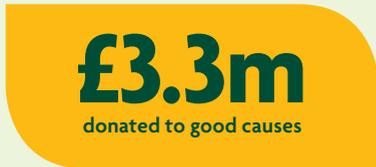
We award grants for projects from registered charities and match fund the money that Morrisons colleagues raise for their chosen charities.

## How we are funded

We are solely funded by Wm Morrison Supermarkets PLC, which founded the Foundation in 2015.



# The year in numbers



# Supporting communities throughout Britain



Charities all over the country continue to inspire us with the incredible work they are doing. Our grants supported good causes across England, Scotland and Wales through the most difficult of years. Here's where our support reached for 2020/21.

Our funding continues to be provided in a wide range of areas including social inclusion, education, health care, armed forces veterans and environmental improvement. Last year one of our priorities was to help charities cope with the impact of COVID-19 through our grant funding programme and our specially created Homeless Support Fund.



# Our response to COVID-19

COVID-19 has been devastating for charities with many experiencing a significant increase in demand coupled with the cancellation of fundraising events and unexpected new measures. In response, we adapted our approach to help charities when they needed us most.



## 1 Repurpose

We offered flexibility to charities on how their funding could be spent.

## 2 Refocus

We prioritised support for charities helping people affected by COVID-19.

## 3 Faster decisions and quicker payments

We sped up our grant review process and accelerated payments to charities.

## 4 Homeless Support Fund

We quickly identified that homelessness charities required additional support and created a dedicated fund to deliver this.

Our Homeless Support Fund provided 94 charities throughout England, Scotland and Wales with grants of up to £10,000, covering a range of vital services including provision of food, PPE and advocacy services for people without a permanent home.



## Our response to COVID-19

# Refuge

£24,724 was donated to Refuge, the national domestic abuse charity which is committed to a world where domestic violence and violence against women and girls is not tolerated and where women and children can live in safety.

The charity's 24 hour National Domestic Abuse Helpline saw a significant rise in demand, with calls and contacts increasing by 61% after April 2020. The donation was used to purchase laptops which helped staff members to work remotely on the helpline.

The Helpline team receives many calls from women who are experiencing domestic abuse and offers vital support through empowerment and understanding of rights, creating safety plans, signposting towards specialist services and making referrals to life-saving refuges.

### **Charly Meehan**, Head of Corporate Partnerships at Refuge, said:

"The COVID-19 pandemic has presented extraordinary challenges for Refuge and for the women and children we work with. The support from the Morrisons Foundation means we can continue to be a lifeline for women and children who are experiencing domestic abuse at this challenging time, whilst keeping our colleagues safe. Thank you for helping us empower more women to live free from violence and fear, and to stay safe during this challenging time."



# Hope For Justice

£25,000 was donated to Hope For Justice, a charity that supports victims of modern slavery throughout Britain.

The donation has provided victims of modern slavery with a voice, life-choices and a platform to rebuild their lives through a combination of legal and social support.

The charity's advocacy team faced a significant increase in demand for the services and had to provide additional time and resources to assist their clients who were struggling to access basic food supplies.

**Hannah Symons, Corporate & Supporter Relations Manager at Hope for Justice, said:**

“We support a huge number of survivors; many of whom we've helped face significant barriers to obtaining groceries, as they didn't necessarily have the financial means, technology, language skills or resources to do online shopping without support.

Our specialists spent a lot of time food shopping for them, but this grant also allowed our team to focus on longer-term support such as legal assistance, benefits, housing, and helping survivors through the criminal and civil justice processes. This grant has made a huge difference!”



## Our response to COVID-19

### Llamau

Llamau, Wales' leading charity aiming to end youth homelessness, had a huge increase in demand for their services.

We donated £10,000 to ensure that they could provide immediate support, information and advice to at risk young people.

**Jenna Lewis**, Director of Fundraising and Communications, said:

“We wanted to make sure that the homeless people we support weren't further disadvantaged as a result of COVID-19 and that meant making sure that they were able to keep themselves safe, protect their mental health and continue to engage with education. The donation from the Morrisons Foundation helped us to ensure that some of the most vulnerable people in Wales continued to be supported in spite of the challenges presented by COVID-19.”



## Simon Community Scotland

Simon Community Scotland has street outreach services and drop-in hubs for people who are rough sleeping or at risk of becoming homeless.

Our donation of £8,000 enabled the charity to increase capacity to provide emergency relief throughout the first lockdown.

**Hugh Hill**, Director of Services, said:

“Our staff were working 7 days a week to make this happen, made so much easier by the support of the Morrisons Foundation. This helped us reach more people and fund additional provisions such as clothing, food, toiletries and mobile phones.”



## Caritas Anchor House

Caritas Anchor House helps people experiencing homelessness in the London Borough of Newham move into independent accommodation and find full-time employment.

We donated £10,000 which allowed the charity to purchase food and PPE for residents of their 140 bed facility.

**Andrew Warburton**, Corporate Partnerships Officer, said:

“Thanks so much to the Morrisons Foundation for their donation of £10,000 to help with our COVID-19 response. This has helped us to provide around-the-clock staff cover in addition to assisting with costs around increased cleaning schedules and extra equipment.”



# Championing local communities

Every Morrisons store has a dedicated Community Champion who plays an important role in connecting their stores with the local community.

They do this in many ways, including leading on local and national charity fundraising, redistributing surplus food and volunteering. In 2020, Community Champions were provided with extra hours and helped distribute £10m of food and essentials to local food banks.

Through their local knowledge, Community Champions help to ensure that our funding reaches the charities that need it most. As well as championing local causes, they also act as ambassadors for the Morrisons Foundation by raising awareness and encouraging charities to apply for funding.

Every Community Champion supported us in some capacity during the past year - whether through presenting donations to local organisations, providing extra help for the charities we fund, donating books to schools during World Book Day or helping colleagues with their match funding applications.



Here **Sheena Irvine**, Community Champion from the Morrisons store in Peterhead, gives her thoughts on the Foundation:

**What does the Foundation mean to you?**

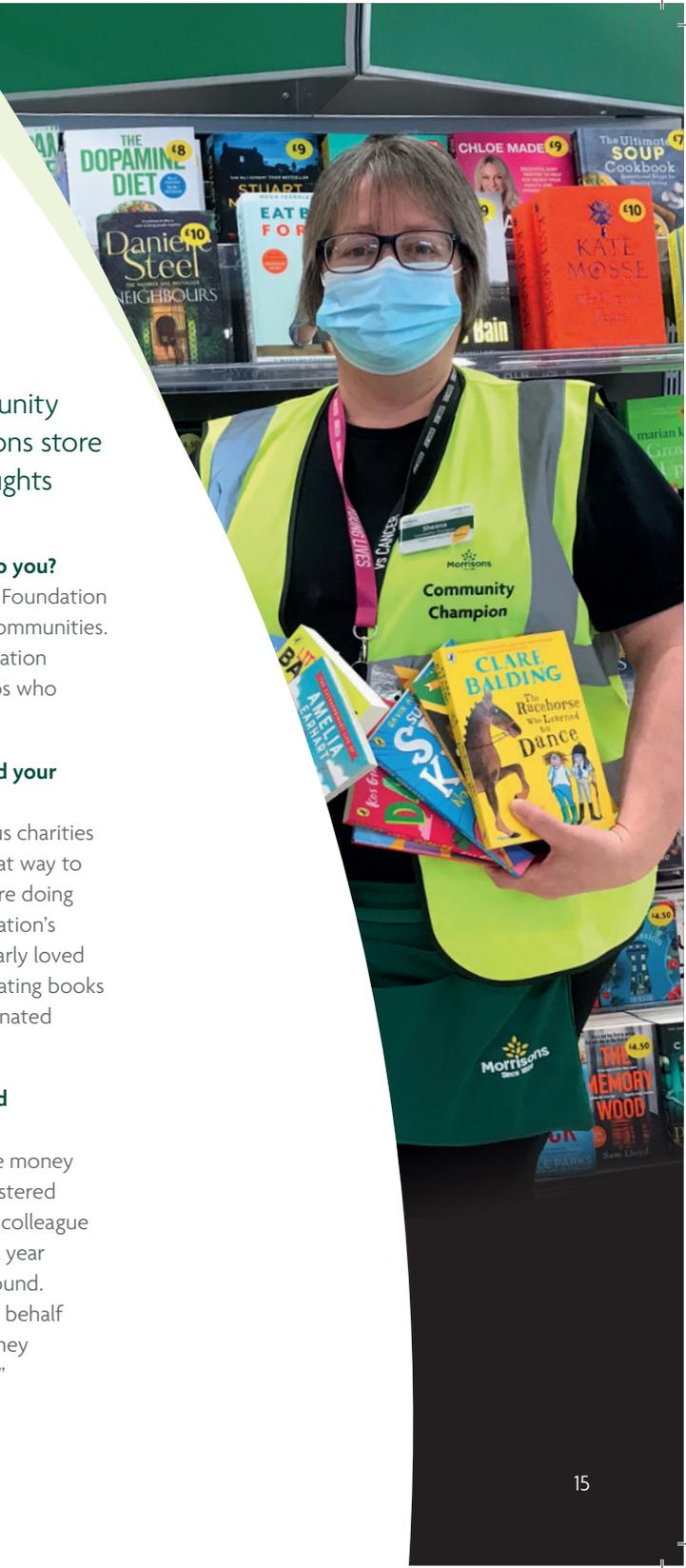
“It’s great to see how the Morrisons Foundation can make a difference in our local communities. I’ve been involved with a few Foundation cheque presentations to local groups who are very grateful to receive a grant.”

**How has the Foundation supported your work in the local community?**

“We work and volunteer with various charities in our local community. This is a great way to hear about the amazing things they’re doing and make them aware of the Foundation’s grant funding programme. I particularly loved celebrating World Book Day by donating books to a local school thanks to funds donated to the National Literacy Trust.”

**How has the Foundation supported your colleagues in store?**

“We have many colleagues that raise money for our charity partner or other registered charities. I always explain that every colleague can apply for Match Funding twice a year and it can be matched pound for pound. The staff member can also apply on behalf of an immediate family member if they raise money for a registered charity.”



# Our grants

Through our grant funding programme we made donations to **337 local projects**. A high proportion of grants were made to help charities supporting people affected by COVID-19.

## University Hospitals Birmingham Charity

Supporting the fundraising of hospitals in the West Midlands, University Hospitals Birmingham Charity received a grant of £7,500 to create a family room on the children's ward at the Heartlands Hospital for patients to use and have some home-comforts whilst receiving treatment.



## Sense

Sense, who support people with sensory impairments in Leeds, received a grant of £4,800 for accessibility equipment at their centre.



## Pathways 4 All

Providing a safe and accessible play environment for children with disabilities in North Tyneside, Pathways 4 All received £14,500 for a wheelchair swing.

## Royal British Legion Industries

Helping veterans build independent lives, Royal British Legion Industries was awarded a grant of £5,500 to provide food parcels and welfare support at their residential facility in Kent.



## Our grants

### Reuben's Retreat

Providing bereavement care to families, Reuben's Retreat received a grant of £1,605 for play and sensory equipment to support children with life-limiting conditions at their facility in Derbyshire.



### Mum and Me

Mum and Me, who offer a drop-in centre for families in Arbroath, received a grant for £5,096 for soft-furnishings, toys and equipment.

### Ty Hafan

Helping seriously ill children and their families in South Wales, Ty Hafan was awarded a grant of £11,192 to install an accessible bathroom in the hospice's family room.



## Macular Society

Supporting people experiencing vision-loss, Macular Society received a grant of £10,000 to provide remote counselling sessions to people in the South East of England following suspension of face to face services.



## St Margaret's Hospice

St Margaret's Hospice, which provides care to people with life-limiting conditions in the South West of England, received £1,493 to install a new kitchen and offer weekly cookery sessions for patients and bereaved carers.

## Richard House Children's Hospice

Delivering palliative care to children with life-threatening conditions in London, Richard House Children's Hospice received £3,000 to transform two suites into additional patient bedrooms, maximising its capacity.



# Match funding

Match funding provides a cash boost to colleague fundraising, which has benefited **174 charities** during the course of the year.

Morrisons colleagues from stores, manufacturing and logistics sites and head office have seen their fundraising go further thanks to our match funding programme.

Here are some highlights from Morrisons colleagues and the totals they raised. Match funding is available for colleagues and their immediate family members. Find out more and apply online at [morrisonfoundation.com](http://morrisonfoundation.com)

**The Morrisons Foundation matches fundraising pound for pound**



## Mollie Eager

Mollie from Seaford store raised £590 for The Raystede Centre for Animal Welfare by taking part in a sponsored abseil down Peacehaven Cliffs.

## Caiden Short

Caiden from Abergavenny store raised £4,020 for Teenage Cancer Trust by doing 3,000 push ups.





## Michelle Butler and Emily Facer

Michelle and Emily from Derby store raised £350 by taking on the Poppy Appeal's 5km challenge in aid of the Royal British Legion.

## Colin Featherstone

Social distancing regulations required colleagues to get creative with innovative ways to raise vital funds for the causes they are passionate about. Following the cancellation of public events such as sporting activities, village fairs and festivals, colleagues took to safe ways to raise funds for registered charities.

One colleague who showed real creativity in their fundraising efforts was Colin Featherstone, from Morrisons Head Office in Bradford. Colin cycled 100km and ran 10km on behalf of Sue Ryder Manorlands Hospice, completing the distance entirely in his back garden! After receiving a flurry of online donations, Colin applied to the Morrisons Foundation for match funding.

Colin said: "From starting the week with a target of £150, the total raised with the amazing Morrisons Foundation matching is a whopping £3,000! This money means a huge amount to the hospice and will make a real difference."



## Match funding for Young Lives vs Cancer

Morrisons national charity partner is Young Lives vs Cancer (previously known as CLIC Sargent) – the UK's biggest cancer charity for children and young people. Morrisons colleagues made a special effort to raise funds to support Young Lives vs Cancer and the Foundation has doubled their fundraising.



### Bev Allington

Bev from Redditch store raised £1,180 by taking part in a sponsored skydive.

### Kim Knowles

Kim from Bamber Bridge store raised £514 by walking 1,000 miles.



### Ryan Osman

Ryan from Great Harwood store 'braved the shave' and raised £1,156.

## Family fundraising

Match funding is also available to our colleagues' immediate family members. Here are a couple of highlights.



### Kian

Kian, whose mum works in Morrisons logistics site in Gadbrook, raised £700 for Cancer Research UK by cycling 26 miles.

### James

James, whose mum works at Belshill store, didn't let the cancellation of his fun run halt his fundraising, raising an incredible £2,550 for the Rangers Charity Foundation.



# How you can get involved

## Everyone

Let more charities know about us and direct them to our website.

## Charities

Complete a grant application to apply for funding for your project.

## Colleagues

Apply online for match funding to give your fundraising an extra boost.

## How to apply

To complete an application simply head to [morrisonfoundation.com](https://morrisonfoundation.com) and follow the steps for either a grant or match funding.



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