

Charitable update December 2017

As outlined in our May update, our two main 2017 charitable initiatives are the CALA Bursary and our long-term partnership with the Prince's Trust, an update on both is provided below. Within our regional businesses and head offices, a variety of locally driven fundraising and community-based volunteering also continues.

CALA Bursary 2017

The CALA Bursary which launched nationally in April has been a huge success so far. All eight regions are involved and a total of £105,000 has been allocated to 118 local causes including children's disability charities, homeless shelters, hospital radio, cancer support groups, schools and community events. In addition, CALA has so far achieved approximately 250 pieces of local and trade press coverage on the Bursary, with more to come through. Bursary boards were set up in each region which allowed a cross section of staff to be involved, and the feedback from the local teams has been extremely positive. Due to the huge success of this initiative we are currently planning the 2018 Bursary.

Prince's Trust

We have continued to build upon our relationship with the Prince's Trust which is now in its second year of a four year partnership. Our annual investment is £125,000 per annum and we commit to raising a minimum of an additional £25,000 each year through employee fundraising (which we have been far exceeding). An update on the activity we have carried out in 2017 is as follows:

- **Get Into Construction** – In 2017 we ran two highly successful 'Get Into Construction' programmes in the West of Scotland and at King's Barton, our development in Winchester. Combined, these have resulted in 17 apprenticeships being offered to the young people involved. We are currently considering the most appropriate locations to run the programme in 2018, when we expect to carry out two further programmes.
- **World of Work tours** – We piloted World of Work tours in 2017 with a hugely successful event in Reading. The young people who came along were given a site tour before going back to the head office in Beaconsfield for a tour of the offices and presentation about CALA and the industry (explaining potential career paths) as well as essential skills training. We plan to extend this to other offices and regions in 2018.
- **Info events in offices** – Information events were held in both head office locations, encouraging staff participation in volunteering and mentoring opportunities and explaining fundraising initiatives and charitable donation schemes. As a result, members of staff in both offices have carried out CV writing skills, presentation skills and money management sessions. In 2018, the Prince's Trust will be visiting all our regional offices to extend this activity and we also plan to encourage staff to become mentors to young people.
- **Fundraising:** Our fundraising efforts to date have taken our total donations to £293,075 at the time of writing. Employees have embraced CALA's partnership with the Prince's Trust and their fundraising efforts have included the Palace to Palace Challenge, the Three Peaks Challenge, a Centurion 100 mile run and a Golf Day. CALA's Palace to Palace team was led by Alan Brown and 16 other employees took part, raising approximately £15,000.

- **Awards:** At the Prince's Trust Corporate Employee Awards in November we collected the Blazing Saddles Award for our Palace to Palace fundraising efforts, having raised more per participant than any other Palace to Palace team. We were delighted to also be named runners-up in the Going for Gold Award category. This award recognises a company in the first two years of their partnership which is rapidly growing their employee engagement with the Prince's Trust.
- **Million Makers** –During 2017 one of our senior team was involved in the judging of this team building and fundraising opportunity. Following their positive feedback, we are currently planning for a CALA group to participate in 2018 by incorporating it into CALA's graduate development programme.

Habitat for Humanity - Big Build Project

Three CALA employees have recently returned from Cambodia where they have been working with this global charity to build homes for vulnerable families there. We ran this initial pilot with a small number of staff to seek their feedback and understand how the project works operationally. Having received overwhelmingly positive responses from those involved and extremely useful practical information on the running of the initiative, we have taken the decision to send a larger group in 2018.

Supporting our Employees

We are now in our second year of offering staff support in their own fundraising endeavours through Give as You Earn (GAYE) and Matched Funding schemes. We currently have 27 members of staff signed up for GAYE and in 2017 so far our contributions totalled £3,470. In addition, we have received 54 individual staff applications and 11 team applications for matched funding, totalling £31,596.