

Other case studies

Whitbread PLC

Our partnership with Whitbread PLC in Luton is an excellent example of a mutually beneficial relationship.

Whitbread entered into the partnership in order to provide a single focus for their support centre employees to get involved in both fundraising and volunteering activities. At a time of significant change within Whitbread, the partnership provided an opportunity for new teams to build relationships and work together to support a local charity.

Whitbread featured prominently in the local press and at CSR conferences as a result of this partnership and consequently improved their standing in the local community.

The company's employees have collectively raised many thousands to help us support our patients and families and continue to support us now.

"Whitbread have been involved in community activity for many years and actively encourage employees to get involved in fundraising and volunteering activities in the communities in which they live and work."

"By providing the opportunities for our 40,000 employees to get involved through charity partnerships, such as with Keech Hospice Care, and ensuring they are rewarded and recognised for their commitment and enthusiasm, we believe Whitbread's employees have the potential to make a real difference - benefiting the charities they support and developing both as individuals and as part of a team."

Community Investment Manager, Whitbread

Reimfield Builders

Reimfield Builders are a smaller local company that adopted us for one year as part of their 30th birthday celebrations. The adoption has been so successful that it is now into its third year! As part of their adoption they have been involved in golf days, staff barbecues, raffles and charity dinner and dances.

"For us, adopting a local charity that touched the heart of our teams has increased attendance at events, helping to bring office and field teams together and raise staff morale. The feedback from the charity has been phenomenal. They have invited us to be a part of what they do, are open to suggestion and willing to help. The adoption has worked to our benefit and being able to dedicate a whole year has enabled us to raise more money."

M Noble, Reimfield Builders