

Ecclesiastical  
Impact Report



**Today,  
we're  
changing  
people's  
lives for  
the better.**

130 years ago our founders created a very different kind of business.

We are the only financial services group that exists to give its profits to charity – you won't find anyone else with a charitable commitment that runs right to its core.

Thanks to you, we achieved our commitment to raise £50m for good causes in 2016, but we didn't want to stop there. We're now well on our way to achieving our new ambition to give a further £100m by the end of 2020, and we're proud that we're one of the UK's top five corporate donors to charity.\*

This report celebrates some of the many causes we've helped and the difference we have made right across our Group all over the world. Every day you work with us, you're helping us to help change people's lives for the better.

Mark Hews  
Group Chief Executive

\* Fourth in the list of the UK's corporate donors to charity in the Directory of Social Change's 2017-18 UK Guide to Company Giving

One by one, little by little, we're making a difference. Helping people like Dushy, Darren and Percy get their lives back on track.

Through our charitable giving, we're tackling some of the big issues in our society, like homelessness and loneliness. Giving people hope and self-belief – and the knowledge that there's someone out there who cares.

And we do care. It's fundamental to who we are. Whether it's rebuilding a church or restoring a historic building, supporting a children's charity or funding a local community centre. It's what makes us a different kind of business.

A business rooted in kindness.

We are giving £100 million to those in need, benefiting thousands of charities and individuals, helping to change people's lives for the better. Watch three of these people share their stories here.



**Dushy**

Poverty is a trap for families that can feel impossible to escape. Dushy and her two-year-old daughter had no stable home to call their own. With no income Dushy felt lost and alone, until she found help.



**Darren**

Thousands of people sleep rough each night. Darren was homeless and living on the streets of Manchester. He lost hope until he was given a helping hand.



**Percy**

Life is difficult and lonely for so many people. Percy lost his wife and son in a short space of time. At 88 years of age loneliness became a real problem for him until he discovered support.

Our purpose is to contribute to the greater good of society.

We do this by managing an ethically-run portfolio of successful businesses that deliver a superior financial return for our charitable owner, Allchurches Trust.

We make a difference to charities and communities in three key ways.

## A different kind of business

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# £100m

target to go to good causes by 2020, with £45m\* raised so far

# 1,282

grants distributed by our charitable owner in 2017

# 33%

pre-tax profit donated to good causes in 2017

\* £45m raised towards £100m target as at April 2018

## Tackling the issues our customers care about

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# £300,000

donated to heritage  
skills partnerships

## 35

students  
supported to  
complete a  
master's degree  
in Sustainable  
Heritage

## 200,000

schoolchildren  
benefiting  
from new  
Relationships  
Education  
programme

## Supporting our people and partners to give

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# 61%

of employees  
spent time  
volunteering

# 130

charities received  
a £1,000 donation  
in our 12 Days of  
Giving campaign,  
with more than  
20,000 nominations

## 42

charities  
funded as  
part of our  
broker grants  
programme

## A different kind of business

So, what sets us apart? We're a successful commercial business with a purely charitable purpose that's making a real difference in the world.

Each year, we donate a significant proportion of our profits to our owner, Allchurches Trust – one of the UK's largest grant-making charities. They give this money to charities, churches and communities in the UK and Ireland, helping them to support some of the most vulnerable people in society.

A record £15.6m was given by Allchurches Trust to good causes in 2017 with 1,282 grants awarded.

### All aboard The Floating Church

Allchurches Trust has given a £10,000 grant to the Diocese of London, to help build a floating church and community hub on a barge. It will be moored at the Queen Elizabeth Olympic Park in Hackney Wick – one of London's largest new communities, with housing for 12,000 people and 300 businesses. It's also one in which 44% of households with children are in the top 5% of poorest homes nationally.

The Floating Church will be run in partnership with St Paul Old Ford and St Mary of Eton, and will welcome people of all faiths and no faith. Its use will be divided between worship and community activities, including a local disability group, local schools and youth theatres. Within five years, it's hoped that it will find a permanent base nearby, allowing the barge to provide a spiritual and social catalyst in another part of London.



Image courtesy of Denizen Works

### Helping the most vulnerable in our communities

Three days a week, from an old church hall in Gorton, the Oasis Centre supports families on benefits, the long-term unemployed, asylum seekers, refugees, homeless people, ex-offenders and those struggling with alcohol and drug problems as well as mental illness. A grant from Allchurches Trust has helped fund a new building that will open six days a week, also providing emergency care, training and employment programmes, counselling, debt advice and a GP drop-in.

### Making a difference across the world

In Australia, our profits make a difference through Ansva's Community Education Programme (CEP), which provides grants to organisations supporting young people. Since 1994, CEP has contributed more than AUS\$15m to education and life skills programmes.

The FairShare Schools Programme was one of nine charities to receive a share of the AUS\$250,000 CEP grant in 2017. This programme involves schoolchildren helping to tackle hunger in the community and producing one million meals a year for those in need. In 2017, our Group also launched the Canadian Impact Grant programme, with a grant of CAN\$250,000, through which we fund projects that benefit young, vulnerable and under-represented people.

A grant awarded to the Leukemia and Lymphoma Society of Canada (LLSC) will be used to provide free information materials to families and schools across the country.

*As our students meet with other volunteers, they gain a bigger picture of how volunteering benefits not only others, but the volunteers as well. Working at FairShare also helps develop the students' confidence and community focus.*

FairShare



# £750,000

to the Foundation for Educational Leadership



#### Leading the way in our schools

Allchurches Trust awarded its biggest ever grant in 2017 – £750,000 over three years – to the Foundation for Educational Leadership to provide training for 300 headteachers. The Foundation is a partnership including schools, the Church of England and universities, with the aim of developing exceptional leadership.

*Allchurches Trust is absolutely committed to supporting schools and colleges as they nurture young people, particularly those from areas of social and economic deprivation. We know that a school with strong leadership can be transformational in a young person's life.*

*Sir Philip Mawer, Allchurches Trust Chairman*

## **Tackling the issues our customers care about**

We have developed partnerships with charities and organisations, tackling the issues that we know are particularly important to our customers, partners and communities.

### **Children's mental health matters**

One of those issues is the mental health and wellbeing of children and young people. Our own research with educational establishments in 2017\* showed that 73% are concerned about the mental health of pupils; a figure we are seeing increase year-on-year.

That's why we fund primary and secondary school programmes that build confidence and resilience, helping to ensure that the next generation can aspire to a fantastic future.

\* This research was conducted by FWD research on behalf of Ecclesiastical Insurance, 120 education establishments were contacted and interviewed by telephone between November and December 2017

### Boosting life skills

Coram is the UK's oldest children's charity, founded in 1739 by Royal Charter to protect vulnerable children. Our partnership was established by our UK insurance business in 2010 and has seen us deliver more than £150,000 of funding for Coram's Life Education programme, which supports primary age schoolchildren to build confidence and resilience.

In 2017, we gave £50,000 to fund a new Relationships Education programme which will reach over 200,000 children aged 5 to 11. The programme has been developed in response to Coram's research, which showed that schools feel they need more support with Sex and Relationships Education (SRE) ahead of it becoming compulsory in all primary schools from September 2019.





### Changing perceptions and futures

In 2017, our ethical investment business, EdenTree, established a community investment fund focused on charities aligned to our positive investment criteria. Futures Theatre, a London-based theatre group, was awarded £120,000 over three years to further its mission to create theatre for children and teenagers which ignites conversation, engenders change and promotes a fairer society for women and girls. The grant will specifically fund 'Underwater Love', a production tackling the negative consequences of sharing sexual imagery, and enabling young people to identify abusive behaviour. In total, 12,000 students will experience a performance.

**200,**  
schoolchildren funded to access the  
Coram Life Education programme

# £135,000

of funding for mental health and wellbeing projects for young people across 2017

## Empowering young people

Our Irish business is supporting mental health and wellbeing through a long-running partnership with SOAR, a charity empowering young people to thrive, believe in themselves and fulfil their potential. The team donated €18,000 in 2017 to support SOAR's work in delivering early intervention and wellness workshops for young people aged 12 to 18 from all backgrounds.



# 000

## Heritage worth protecting

We're passionate about protecting the rich history we're privileged to play a part in; protecting and paving the way for the creation of our future heritage.

We're involved in a range of projects aimed at protecting irreplaceable skills, people and places. These include support for apprentice craftspeople – from stonemasons to carpenters and electricians – funding the restoration of 'at risk' heritage buildings and developing the heritage leaders of the future through our sponsorship of a master's degree in Sustainable Heritage.

**£350,**

given to heritage projects

# 27

apprentice craftspeople supported



### Protecting irreplaceable skills

Ecclesiastical has supported 27 craftspeople to graduate from the Cathedrals' Workshop Fellowship programme with Foundation degrees in Applied Historic Building Conservation and Repair. Students learn the core skills to build a career protecting our historic buildings. The course is expanding beyond stonemasonry into new crafts, including carpentry and electrical trades, recognising the need to upskill our tradespeople in working with heritage properties.

# 000

*It has been fantastic networking and sharing knowledge with stonemasons and other professionals from nine different cathedrals. I always wanted to work at Gloucester Cathedral and I feel privileged that my dream has come true.*

*Paul Synan, 2017 graduate*

### Rescuing 'at risk' heritage

Ecclesiastical has given £200,000 match-funding to The Landmark Trust for the restoration of the Grade II\* listed Cobham Dairy in the grounds of Cobham Hall girls' school near Gravesend. Over the past five decades, the Landmark Trust has saved nearly 200 historic buildings, all of which are available for self-catering holidays, where the rental income pays for their upkeep. The restoration will remove Cobham Dairy from the 'at risk' register and support the development and preservation of heritage skills.

### Developing the future leaders of the heritage sector

Ecclesiastical has given 35 students bursaries to help fund their master's degree in Sustainable Heritage at University College London since 2004. Rob Woodside, the first student to benefit, is now Director of Estates at English Heritage and previously worked for the National Trust.

He said: "The course gave me as much confidence as it did knowledge. It's multi-disciplinary – there are architects, conservators, project managers and other professions on the course – bringing best practice and learnings from a range of industries. The course has a reputation for shaping the heritage leaders of the future, lifting them into positions of influence."



# 35

students supported to complete a master's in Sustainable Heritage

「Cobham Dairy is a rare and fragile survival. Today it stands in ruins, with graffiti on the walls, boarded gothic-arched windows, collapsing plaster vaulting and its exterior stripped bare of slate. Once lost, such precious heritage cannot be retrieved. A new future as a Landmark is the only way this gem can survive.

Anna Keay, Director of the Landmark Trust

## Experts in the equestrian field

One of our broker businesses, SEIB, has been closely involved with the equine industry for over 50 years.



### Helping provide critical horse welfare

In 2017, SEIB launched a charity awards initiative. They asked their clients to nominate a cause to receive a £50,000 donation, receiving more than 2,000 votes for over 200 charities. The winners, the British Horse Society, will use the funding for a mobile 'healthcare on tour' service to buy a vehicle which can provide support to horses at risk around the UK.

## Supporting our people and partners to give

We support hundreds of charities through our people and partners, giving them the opportunity to help the causes they care about. Our staff giving scheme, MyGiving, provides 100% matching for any fundraising activity and payroll giving, time off for volunteering and a personal grant of £125, which can be given to any charity. That grant is doubled if staff volunteer for the same cause.

In 2017, our staff gave more than £250,000 and 61% of employees shared their practical or professional skills through volunteering. In Ireland, 100% of employees used their personal grants, benefiting 24 different charities across a range of sectors.

We also launched a pilot programme for some of our broker partners to give to causes close to them, which saw more than £100,000 distributed to 42 charities.

### Bringing a smile when it's needed most

One of our 12 Days of Giving grants was awarded to the Give a Duck charity, which provides toy 'chemo ducks' used for play therapy and to support children diagnosed with leukaemia or cancer. Another grant enabled the charity, A Sibling's Wish, run by The Harvey Hext Trust, to send a magical memory box to five children who have lost a sibling.

*The staff at Ecclesiastical have been fantastic and have thought up some really innovative ways of helping us day-to-day and also in fundraising, which is very important because we have to generate all of our own funds.*

*Sally Dervan, Deputy Chief Executive Officer of Age UK*

### Giving a helping hand to older people

Age UK is a major charity partner for our Manchester office. Besides fundraising for a new minibus, staff have helped to run a tea party and deliver Mother's Day gifts. Our volunteers also decorated Openshaw Resource Centre's new sensory room – funded by an Allchurches Trust grant.



### Ways our brokers support children

Insurance brokers Lycetts – part of the Ecclesiastical Group – host and support a range of charity fundraising events and activities. In 2017, Lycetts sponsored a concert at Sedbergh School featuring Britain's Got Talent contestants and classical musicians Escala. The event raised £4,000 to support former pupil Jack Roberts' campaign to raise £100,000 for Parkinson's UK. Other support included a donation to Amputee Football Scotland and a team challenge to complete the Mongol Rally for various charities, including Chestnut Tree House Hospice.



### Turning the tide on plastic pollution

Devon-based holiday home insurance specialists, Boshers, are giving their support to the #2minutebeachclean initiative thanks to a £2,500 Closer to You broker grant from Ecclesiastical. The funding will see beach clean stations appear across the South West coastline and beyond, helping turn the tide on the plastic and debris polluting our beaches.



# £18,000

given to St Rose's school



### Providing an army of volunteers

Our Gloucester office teamed up with St Rose's, a school which provides education, therapy and care for children and young people aged 2 to 25 with physical, sensory, learning and communication difficulties.

In 2017, we gave over £18,000 and more than 100 of our people volunteered, helping with everything from making over a bungalow for residential students to sprucing up the gardens.

*The company's charitable purpose was absolutely vital in my decision to come and work here. It's fantastic to be able to take some of the pressure off a wonderful place like St Rose's by providing a willing workforce.*

*Ecclesiastical volunteer*

We're proud of the way we work and the people we work with. We're determined to keep doing what we're doing – making a real difference in the world. We want to give and do more and there's no slowing up.

We were created with a charitable purpose and giving back to society is what drives us forward.

So tomorrow, just like today, we're building a movement for good.

**Tomorrow,  
we're  
changing  
people's  
lives for  
the better.**

## From cup to paper

At Ecclesiastical, we're keen to do all we can to protect the planet. 16 plastic-lined disposable cups, destined for landfill, have been transformed into this report, using CupCycling, a revolutionary recycling process.

### G.F Smith

Supplied this paper, generously supporting this report.

### Fable

Design. Art Direction. Production.

### Park Lane Press

Printed using waterless printing technology.

## Impact Report 2017/18

Ecclesiastical Insurance Office plc  
Beaufort House  
Brunswick Road  
Gloucester  
GL1 1JZ

[www.ecclesiastical.com](http://www.ecclesiastical.com)



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All facts and figures contained in this report relate to the calendar year 2017 unless otherwise stated.

Contains promotional material