



# SOCIAL IMPACT

Our Partnership [Constitution](#) outlines our commitment to contribute to the wellbeing of the communities where we operate. We are driven to make a difference to people's lives and create positive social impact, using the skills and resources within the Partnership to support where help is needed.



As the global population increases, and areas of the world develop at different rates, it has become increasingly obvious that social inequality is becoming more prevalent. We cannot change the fortune of every individual but, as Principle 7 in our [Constitution](#) directs, the Partnership can, and does, support the needs of those whom the business impacts.

Principle 7 has never been more relevant than in 2020. We needed to be there for each other, our customers and local communities throughout the pandemic. We offered support to the most vulnerable, whether that was through the supply of care packages for key workers, donations to homeless charities and food banks through Community Matters or through strategic partnerships with national charities.

### IN 2020/21 WE FOCUSED ON:

Launching the Partnership's multifaceted Give A Little Love campaign.

Supporting the most vulnerable in our local communities throughout the pandemic.

Expanding existing community investment programmes.

Creating our social impact strategy for the next five years.

### SUPPORTING OUR CUSTOMERS AND COMMUNITIES THROUGH THE COVID-19 PANDEMIC

- In May we announced that we would donate £1 million from our Community Matters scheme to over 2,500 local charities helping those most in need during the pandemic. The money was distributed to local organisations which had existing relationships with Waitrose and John Lewis shops.
- We launched the 'Your Partners Through It All Community Fund'. £500,000 was donated by the Partnership to support over 240 organisations such as food banks, women's refuges and homeless charities, including The Marylebone Project, a women's refuge in London, and the Wood Street Mission in Manchester, a children's charity supporting low-income families. In addition, a further £395,000 in donations was given to [Age UK](#), [FareShare](#), [GroceryAid](#), [Kitchen Social](#), the [Retail Trust](#) and the [Trussell Trust](#).

### SUPPORT FOR THE NHS

- The Partnership donated 110,000 non-clinical essentials and gifts including much-needed non-clinical essentials, such as toiletries and snack food, tea and coffee to NHS staff.
- During the first Covid-19 UK lockdown we reopened our Lancashire textiles factory Herbert Parkinson, to make 12,000 protective medical scrubs which we donated to the NHS, as well as creating thousands of reusable face masks for Partners. John Lewis also gave 200,000 metres of cotton fabric to community groups nationwide sewing hospital scrubs.
- Waitrose and John Lewis branches sold a number of charity lines to raise money for [NHS Charities Together](#), including a limited edition china mug designed in-house, the profits of which raised over £49,000 alone.
- Waitrose joined forces with Bracknell and Ascot health services and opened its head office sports and leisure centre to be used, free of charge, as the local Covid-19 vaccine centre.

### OTHER CHARITABLE GIVING

- Our charitable giving scheme Community Matters donated over £3 million in 2020 to local community groups or charities.
- We gave £170,000 to the [Trussell Trust](#) to support their 'Hunger Free Future' campaign. In the 2020 calendar year, Waitrose customers also donated 576 tonnes of food to Trussell Trust foodbanks.
- 10% of the sale of John Lewis and Waitrose own-brand Christmas cards raised over £250,000 which, in 2020, was divided between eight charities including [The Salvation Army](#), [Samaritans](#), [Marie Curie](#) and [St Mungo's](#).
- [Waitrose Duchy Organic](#), first founded by HRH The Prince of Wales as Duchy Originals, has grown to be the UK's largest own-label organic food and drink brand. Sales from the brand provide a donation to The Prince of Wales's Charitable Fund (Registered Charity 1127255 England and Wales). Since 2009, over £30 million has been donated for good causes, supporting a wide range of projects and communities.
- The John Lewis Partnership Music Appeal donated over £140,000 to support young people and music. This included funds for The National Youth Jazz Orchestra of Scotland which, due to Covid-19, replaced its summer residential course with free online one-to-one coaching for students from low income families. These students would normally have received bursaries for the residential course funded by the Partnership.
- The John Lewis Partnership Community Investment Committee donated over £200,000 to various causes including the [British Red Cross Disaster Relief Alliance](#), the [Retail Trust](#) and [GroceryAid](#). This year a donation was also made towards the creation of a physical memorial at St Paul's Cathedral to remember everyone, of all faith and none, who sadly lost their lives to Covid-19. The project, subject to funding, stems from the online [Book of Memorial](#).





**THE JOHN LEWIS & PARTNERS FOUNDATION**

- As a signatory of [London Funders' Covid-19 statement](#), this year the John Lewis & Partners Foundation (JLF) focused on supporting current grantees with additional funding to minimise disruption of project delivery. The Foundation donated over £768,000 in funds and IT equipment to 12 charities this year, including:
  - [WaterAid](#) is running a JLF funded project in India to which the Trustees awarded an additional £20,000 to allow the team on the ground to rapidly increase their provision of facilities for hygiene. WaterAid used some of this funding to create mobile wash units, based on local rickshaws, significantly increasing the charity's reach and benefiting the local community.
  - [Action for Children](#) is currently offering a programme to support disadvantaged young people in Glasgow to access and complete accredited training programmes and move into employment, or into apprenticeships that will lead to sustainable employment. As well as giving further funds, the JLF donated laptops, tablets and smartphones to enable the charity to remain connected with the young people and continue offering their services as far as possible online.
- Building on the success of donated IT hardware to one grantee, the JLF offered further technology donations to [The Baytree Centre](#) in London which included smartphones, laptops and wireless routers. The charity was therefore able to continue to offer training and support online, maintaining beneficiaries' wellbeing and focus during a particularly difficult period.
- Working in conjunction with [Business in the Community](#), The Foundation has so far donated more than £60,000 worth of laptops, smartphones and tablets to charities enabling them to continue delivering services which would otherwise have had to cease due to Covid-19 restrictions.



**THE GOLDEN JUBILEE TRUST**

- In 2020 our flagship volunteering programme, the Golden Jubilee Trust (GJT), celebrated its 20th birthday and appointed its new chair, Nikki Humphrey, the John Lewis Partnership's Executive Director, People.
- In 20 years, the Golden Jubilee Trust has given practical help to over 950 national and local charities across the UK. Over 1,000 Partners have participated during that time, equating to over 400,000 hours donated.
- In 2020 we did our utmost to award 23 new virtual secondments, enabling Partners to volunteer within the Covid-19 restriction guidelines. This included 15 Partners supporting [SeeAbility](#) and [FareShare](#) as part of the GJT 20th birthday celebrations. In 2020 over 13,500 seconded volunteering hours were recorded.

**LOOKING FORWARD**

We will continue to invest in our communities to create opportunities that promote a fairer and more inclusive society. This may be via monetary donations, as gifts 'in kind', through strategic relationships with charities that resonate with our brands and customers, or through our Partner volunteering hours and active engagement with local communities.

Our 'Give A Little Love' campaign will continue to support the most vulnerable in our communities starting with our 'Farm to Family' initiative, a trial to redirect food surplus from the farms that supply Waitrose straight to Britain's most vulnerable families. You can find out more [here](#).

£768k

donated by the John Lewis Foundation to 12 charities in 2020

400,000

volunteering hours donated by the Golden Jubilee Trust to national and local charities since its launch



**GIVE A LITTLE LOVE**

In December 2020, we launched our Give A Little Love campaign, aiming to make a long-lasting difference to some of those hit hardest by the pandemic. We partnered with two national charities, [FareShare](#) and [Home-Start](#) to help over 100,000 families in need.

Customers were encouraged to 'give a little love' in five different ways, and donations up to the value of £2 million would be match-funded by the Partnership.

Over £3 million<sup>27</sup> was generated for FareShare and Home-Start and other organisations local to Waitrose and John Lewis branches through the Give A Little Love campaign. Of this total, £1 million was donated by the Partnership to the campaign via Waitrose and John Lewis branches to support their local Home-Start network, a charity supported by FareShare, and additional local causes supporting families impacted by the Covid-19 pandemic.

Home-Start was able to support more than 13,000 individuals over the Christmas period and saw an influx of over 1,000 would-be-volunteers offering their help. Similarly, the donations helped FareShare deliver the equivalent of four million meals to local families, schools providing food for students, refugees and a wide range of other organisations. They had 3,000 volunteer registrations, up 364% from 2019.

In January 2021 the Partnership donated a further £2 million to the two charities and other local organisations, plus a pledge to deliver nutrition, warmth and essential items to families in need. You can find out more [here](#).



Thank you to John Lewis and Waitrose for putting a smile on my children's faces."

**BENEFICIARY**

supported by Home-Start, Medway

£3m

generated for FareShare and Home-Start and other organisations via the Partnership's 'Give A Little Love' campaign.

<sup>27</sup> £3 million includes £1 million donated from our Community Matters scheme.