



Introduction to the Blakemore Foundation

Overview:

The Blakemore Foundation is a charitable trust established by the Blakemore family to support good causes across A.F. Blakemore's trading area.

During the **2017/18** financial year the Blakemore Foundation donated more than **£476,000** to around **6,200** good causes across the company's trading area of England and Wales.

The Blakemore Foundation offers three main types of grants, which are:

1. **Monetary donations:** Can be awarded up to £200. These aim to support essential facilities, appeals and ongoing community services. They are awarded by a cheque or bank transfer (BACS)
2. **In-kind donations:** Can be awarded up to £200, but tend to be around £30-£50. These support events with a goods donation of food, drink, toiletries or supplies from our Blakemore Retail SPAR and Philpotts stores.
3. **Match-fund donations:** Can be awarded up to £200. These match funds raised by an A.F. Blakemore employee for a good cause.

Supported good causes must fit within the Blakemore Foundation's guidelines – see Page 3. All eligible applications will be considered individually and are subject to funding availability.

Donations are usually awarded in relation to the donation guidance table below:

Estimated Donation Value	Donation Guide Examples
Up to £50	Raffle Prizes/Charity & Community Events
£50 - £100	Charity Running Costs/ Sports Kits
£100 - £200	Specialised Equipment /Renovation & Refurbishment Projects

All cheque donations awarded must be banked within six months of being issued to ensure that the cheque is still eligible.

Submitting feedback & photographs:

The Blakemore Foundation welcomes feedback and photographs from any supported local good cause.

If you submit photographs, please ensure you have sought written permission to use these images. If it is a young person, the parent must be aware of the written permission and must support the way in which the images may be used. Images could be used for company newsletters, magazines, social media, press releases, on the company website and also on third-party websites.

When to apply/expect a decision:

Donations awarded will not exceed £200 and no ongoing commitment to fund the activity or organisation will be given.

Monetary applications will be decided upon the last Friday of each month and processed within the following four weeks of this date.

In-kind applications will only be considered if submitted at least two weeks prior to the event/fundraiser. Please note, no "on-the-spot" requests in stores will be considered.

Only one application per organisation may be considered at any time. Only one award can be held at any time. Funding can only be considered for eligible organisations/charities.

Organisations eligible for donations include:

Social Clubs/Community Groups:

This category comprises community clubs, working men's clubs and social groups that provide an invaluable service to the local community and/or meet social needs.

Sports Clubs:

This category is aimed at sporting activities and the wide scope of sports clubs (swimming, judo, football and rugby as an example). Support can be awarded in a variety of ways including providing sports kit, equipment as well as venue/premises costs.

Schools/Education:

This category represents the support for educational bodies including all types of schools, playgroups, universities, colleges and education centres. Support can be awarded in a variety of ways such as IT equipment, sensory gardens as well as building refurbishments.

Medical/Research/Hospitals and Health:

This category includes a range of healthcare causes, including care providers, medical research charities, hospitals, health care programmes and day centres. Support could be awarded to vital research, specialist equipment as well as awareness days.

Family/Support/Housing/Care:

This category comprises support, care and advice services. Examples include day centres, residential care homes, refuges, homeless charities and sheltered accommodation. Support could be awarded to ongoing care services, essential materials as well as site renovation work.

Hospices:

This category supports hospices that offer specialist palliative treatment for children and adults with life-limiting conditions as well as bereavement services and respite support for families. Support could be awarded towards specialist equipment, respite trips and hospice refurbishments.

Emergency Services/Armed Forces:

This category comprises local emergency services, including the air ambulance, lifeboat institute, mountain rescue and medical team. It will also support charities set up to support armed forces charities and benevolent funds. Support could be awarded to specialist equipment, ongoing services or the extension of services.

Environmental Causes:

This category comprises environmental groups and charities, as well as local appeals and funds around renovation, conservation and restoration projects. Support could be awarded to conservation projects and appeals as well as awareness days.

Requests that are not eligible for support:

- Salaries
- National charities (unless directly linked to an A.F. Blakemore employee or local branch)
- Grants for an individual
- Good causes that fall outside of A.F. Blakemore's trading area - noted on Page 1.
- Overseas appeals
- Expeditions or overseas travel
- Sponsorship and marketing promotions
- Endowment and hardship funds
- Political causes

Funding for Employee Volunteering:

The Blakemore Foundation forms an integral part of the company's employee volunteering programme and provides support of up to £250 per project to fund materials such as study aids, paint and plants.

A.F. Blakemore employees take part in community activities that include team challenges, study tours, practice interviews, enterprise days, mentoring and reading and numeracy volunteering. Employee volunteering is a great way to build up the company's reputation within the community as well as develop employee confidence, leadership and team building.

Following receipt of your donation:

The Blakemore Foundation's objective is to be proactive in its approach towards helping charitable organisations and develop a partnership approach with them.

By doing this the Foundation can see invaluable work that is done by local good causes in more detail and what further areas need financial support.

Follow-up visits are also important to see how funding from the Blakemore Foundation has helped communities and if any further assistance is required. These visits not only allow the Foundation to provide relevant donations but also to help build positive relationships for any future collaboration.

Contact us:

To apply for a donation, please complete an online application form located on the A.F. Blakemore & Son Ltd company website:
www.afblakemore.com/our-community/the-blakemore-foundation

All other queries please contact us: 0121 568 2910 / blakemore.foundation@afblakemore.com