



Introduction to the Blakemore Foundation's Independent Retailer Scheme

Overview

During the 2020/21 financial year the Blakemore Foundation donated **£313,258** to **4,148** good causes across the company's trading area of England and Wales.

The Blakemore Foundation offers all Meridian and Welsh Guild retailers the opportunity to apply for a community grant up to £200 in support of their ongoing charitable work. The scheme allows retailers to match fund what they have raised up to £200 for any good cause (within the Blakemore Foundation's guidelines, see Page 2).

All applications are subject to funding availability and supporting evidence provided by the retailer.

When to apply/expect a decision

Applications received will be considered on the last Friday of every month. All decisions and Bacs donations will be confirmed within four weeks of this date.

Submitting feedback & photographs

The Blakemore Foundation and your Business Development Manager welcome feedback and photographs from the good causes supported.

Please be aware that photographs submitted to the Blakemore Foundation may be publicised internally and externally for the purpose of news media coverage. Photographs may feature in company newsletters, magazines, press releases, on the company website and on third-party websites.

If you submit photographs of young people, please ensure you have sought parental permission to use these images. The parent must be aware of and support the way in which the images may be used.

If you do NOT wish to have your photographs used for news media or company publicity purposes, please state otherwise.

Organisations eligible for donations include:

Social Clubs/Community Groups:

This category comprises local clubs and groups that provide an invaluable service to the local community and help meet social needs by binding communities together.

Sports Clubs:

This category is aimed at sporting activities and the wide scope of sports clubs (swimming, judo, football, and rugby for example). Support can be awarded in a variety of ways including providing equipment and team kits, as well as in kind donations for sporting events.

Schools/Education:

This category represents support for educational bodies from all types of schools to after school clubs and nurseries. It also supports any adult education programmes and centres.

Medical/Research/Hospitals and Health:

This category includes a wide range of different healthcare organisations including care providers, hospitals, health care programmes and day centres. It would also support any local appeals for medical research and care charities.

Family/Support/Housing/Care:

This category comprises a wide range of support, care and advice causes for children and adults. Firstly, it caters for children's charities - including day centres and schemes that are specifically tailored to helping children. Secondly, residential homes, localised charities and centres for the elderly. Finally, the category supports domestic abuse and homeless charities - including organisations such as havens, counselling schemes and sheltered accommodation.

Hospices:

Support in this category supports hospices that provide specialist hospice care to both children and adults with life-limiting conditions as well as bereavement services and respite support for families.

Emergency Services/Armed Forces:

Support in this category is usually for charities in association with the armed forces or emergency services.

Environmental Causes:

Support in this category will help to support localised secure renovation and restoration projects as well as environmental and conservation charities.

Requests falling outside our supported causes include:

- Grants to individuals, including students
- The salaries of charities/organisations
- Overseas appeals
- Expeditions or overseas travel
- Marketing promotions
- Endowment funds
- Political donations

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

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.co.uk