



# Good for the Community

The **co-operative**  
good for everyone

JOIN THE  
**REVOLUTION**



Thanks to your support, The Co-operative is able to help thousands of schools, community groups and charities across the UK to keep their communities thriving. To find out how your local area has benefited, check out our interactive Community Map.

Visit [www.co-operative.coop/communitymap](http://www.co-operative.coop/communitymap)



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We've been serving local communities since 1844 and now have a store or branch in every postal area of the UK. As a co-operative, 'concern for the community' is enshrined in our business model. Along with offering a range of quality goods and services, we're committed to seeing communities prosper.

This booklet highlights our recent investments in a range of projects that make a real difference to people's lives, including our support for communities in the developing world, many of whom supply the produce that we sell in our stores.

Members are at the heart of our business, and, through our area committees and regional boards, have a direct say in how our business is run and how we can best serve local communities.

It's the support of our members, colleagues and customers that enable us to keep communities thriving. So, on behalf of the hundreds of thousands of people across the globe who benefit from our work every year, I'd like to take this opportunity to say thank you.

**Herbert Daybell**  
Chair of The Co-operative's Values and Principles Committee

We invested  
**£12.4 million**  
in the community  
in 2010\*



\* This figure represents our investment in communities and co-operation. It does not include corporate sponsorship, or money raised through fundraising, but does include employee time. Our community investment is overseen by the Values & Principles Committee, which is made up of elected members.

# Our Ethical Plan

On 17th February 2011, The Co-operative launched a revolutionary new Ethical Plan, which details ground-breaking commitments for our family of businesses and cements The Co-operative's position as the UK's most socially responsible business.

This three-year rolling Plan sets out a series of tough targets, that will see The Co-operative undertake the most radical Fairtrade conversion ever seen and significantly increase investment in UK communities. Targets set in 2011 include ensuring that 10% of the profits that are available for distribution are invested in the community by 2013, with £5 million ring-fenced each year to tackle UK poverty. Our stores and branches will act as a focus for 10,000 community initiatives, from grants for local community groups, to colleague volunteering.

By 2020, we aim for almost one third of the UK population to be a member of The Co-operative, helping to ensure that the business continues to answer to the people it serves.

The Plan will be updated annually, following consultation with elected members on our regional Values and Principles Committees.

To read the full Ethical Plan, visit: [www.jointherevolution.coop](http://www.jointherevolution.coop)



Cardiff Foodbank was one of five regional winners of £5,000 in a competition voted on by members of the public. The competition was part of the Join the Revolution marketing campaign, which was launched to promote our Ethical Plan and highlight some of the people and communities that The Co-operative has supported.





Maryam is helping to spread the 'Truth about Youth', by launching an innovative inter-generational project in Birmingham. Her project will see people of all ages visit the countryside, some of them for the first time.

**330,000**  
young people have  
benefited from  
our work

# Inspiring Young People

**We're inspiring young people to change their world for the better, helping them to find a positive, constructive outlet for their energies and concerns. While our work has directly benefited 330,000 young people across the UK, our vision is far greater – we want to help bring about a cultural shift in the way that young people are viewed and treated in this country.**

# Truth about Youth

On top of unemployment, high student fees and unachievable house prices, young people are often faced with prejudice towards their age group. For example, research has highlighted a significant disparity between the percentage of young people who are involved with violent crime and drugs and the general public's perception of the problem.

Truth about Youth, The Co-operative Foundation's grants programme, is working to challenge and change these negative perceptions of young people, by funding projects that enable young people and adults to work together for the good of the community. Grants of £280,000 have been made to the following seven charities, to enable them to run Truth about Youth projects in their area.

Envision, Birmingham

The Prince's Trust, Bristol

Platform 51, Cardiff

Young Scot, Glasgow

Oval House, London

The Royal Exchange Theatre, Manchester

Regional Youth Work Unit – North East, Newcastle

The charities are tackling the issue in a variety of ways, from youth-led theatrical productions, to helping young people set up community initiatives. To date, more than 2,000 young people are actively participating in Truth about Youth and some 26,000 people have been involved with the scheme, from attending one-off events to signing petitions.

Two of the charity partners, Envision and Regional Youth Work Unit – North East, have successfully applied for a third year of funding, with more partner applications expected to follow.



The Truth about Youth Ultimate Challenge saw 100 young people take to the streets of Birmingham to challenge the public's perception of young people. As part of the day, participants spoke about some of the community projects that they had been involved with and quizzed members of the public about their views on young people.

# The Co-operative StreetGames Young Volunteers



3,100  
young volunteers  
trained



Through our partnership with the charity StreetGames, more than 3,100 young people have been trained to coach activities, such as dance, basketball and climbing. The volunteers assist at their local StreetGames project and, between them, donated more than 75,000 hours of their time to coach 31,000 children and young people in 2010. Many of the volunteers are from disadvantaged backgrounds and have used the skills and qualifications they have gained to turn their own lives around.

We've recently pledged to double our support to £2 million, to enable the young volunteers programme to continue in England and Wales, and expand into Scotland and Northern Ireland.

Having been in trouble with the police previously, Lewis Bratcher (pictured) wanted to get his life back on track and give something back to his community in Cardiff. He now coaches children in various sports, and has helped to start a youth action group called 'Goodies in Hoodies', while gaining qualifications. The project leader, Katrina Jackson, says, "Lewis is an inspiration to younger members of his community and with his help the local leisure centre has become a central hub in the community." Lewis recently won a national award in recognition of his positive contribution to the lives of young people in his local area.



## The Co-operative Apprenticeship Academy

Launched in June 2011, our Apprenticeship Academy aims to address the growing lack of employment and training opportunities for young people. 2,000 apprentices are set to benefit within the first three years. They will study for a nationally-recognised qualification, while working in one of our businesses and earning a competitive salary. Apprentices will gain a range of transferable skills and professional competencies and have the opportunity to progress onto the Group's Management Development Programme.



Apprentices at  
The Co-operative Legal Services

**2,000**  
apprentices to  
be trained

## Skills4Schools

We want to prepare young people with the skills to confidently manage their finances. With this aim, colleagues visit schools in their local area to deliver Fit4Finance days, discussing topics such as savings, budgeting, credit and debt. Volunteers also support the Number Partners scheme in local primary schools, championing numeracy skills from an early age.

A new module for Skills4Schools was launched in the autumn of 2011. Fair Shares is an ethical investment challenge which encourages students to consider the ethical impacts of their investment choices, and understand that they have a choice of who to do business with. Students are split into small teams and challenged to take on the role of investment managers and make an ethical profit by buying shares from a range of fictitious businesses.

## The Co-operative Schools

We believe that embracing co-operative values, such as self-responsibility, democracy and solidarity, can benefit everyone involved with a school, from pupils to the local community. With this in mind, we're working with The Schools Co-operative Society and The Co-operative College to create a network of 200 Co-operative Trust Schools. We're also continuing our sponsorship of 10 Business & Enterprise Colleges and sponsoring three academies. The Co-operative Academy of Manchester and The Co-operative Academy at Brownhills opened their doors to students in 2010. Both have shown significant improvements in GCSE results in 2011. The Co-operative Academy of Leeds opened in September 2011. The Academies work closely with community groups, primary schools, parents and carers, to provide educational opportunities for all who live in the area.

## Inspiration through Film

The Co-operative has been inspiring people through film since 1898. Today we support documentaries highlighting issues such as environmental exploitation and human rights abuses. We believe that film is a powerful medium for change, so are supporting young people to learn the art of film-making and reach new audiences.

The Co-operative British Youth Film Academy (BYFA) gives students the opportunity to work on a real film set in a variety of roles, from acting, to wardrobe, to post-production, during a five week summer placement. Guidance is provided by professional filmmakers and actors, who have included Brian Blessed, Todd Carty and Pauline Quirke.

We have invested £500,000 in the BYFA so far, and committed an additional £700,000 to help make it the most accessible film-making training academy in the UK. Currently, more than 5,500 young people a year receive training from the BYFA.

The Co-operative Film Festival has been running since the sixties, giving young filmmakers aged 19 and under the chance to share their films on the big screen. Festival goers are also able to take part in a range of workshops and masterclasses, such as animation, editing and special effects. Some 1,500 young people attend the festival each year, which is held at the National Media Museum in Bradford.





**1 million  
people**

helped by our work to  
tackle global poverty  
each year

# Tackling Global Poverty

**We want to help bring about a fairer world, where everyone's basic needs are met and their rights are respected. We're well known as the UK's leader in Fairtrade and are now progressing the most radical Fairtrade conversion programme ever seen. However, Fairtrade is only one of the ways that we're helping people in the developing world to lift themselves out of poverty. From providing clean water and sanitation, to co-operative development opportunities, our initiatives to tackle global poverty have benefited millions of people in recent years. And there are plenty of ways for our customers, members and colleagues to get involved too, from campaigning with us against Third World debt, to helping small businesses in the developing world to thrive.**



Yawa Dotse received a loan for £200 through **[lendwithcare.org](https://lendwithcare.org)**, to buy better quality produce at cheaper prices for the food stall that she runs. She can now make more profit, which helps to ensure that her children can stay in education and enjoy better lives.



# Overseas Co-operative Support

We're supporting the development of overseas co-operatives, so that workers and farmers can benefit from a stronger voice and better trading opportunities. As part of this, we're working to initiate a £20 million Global Co-operative Development Loan Fund, which is set to launch at the start of the United Nations International Year of Co-operatives 2012.

In June 2011, we released a new resources pack, 'Making Connections: The Co-operative Guide for Fairtrade Towns', to help Fairtrade Towns connect with co-operatives in the UK and developing world.

## Beyond Fairtrade

We pioneered Fairtrade and offer additional support, such as water pumps and green technologies, to many of our Fairtrade suppliers. Already, tens of thousands of producers and workers are benefiting, in countries such as Kenya, Malawi, Panama, Argentina and the Dominican Republic. For example, we're investing £85,000 to support a Chilean supplier of our blueberries. The grant is expected to directly benefit around 2,000 co-operative members, workers and their families, and will have wider repercussions for 20,000 people in the surrounding communities.

In Kenya, we've helped 11,000 tea farmers form into co-operatives and become Fairtrade certified - many of them now supply tea for our own '99' blend.



Some of our Chilean blueberry farmers.

# Products and Services

Our customers help to raise money for global poverty charities through the charity credit cards they use and the affinity products they buy. We also offer carbon offsets with our insurance policies, which fund projects that offer significant benefits to communities in the developing world, whilst achieving reductions in carbon dioxide emissions.

## Supporting Entrepreneurs

In August 2011, we launched a three-year partnership with CARE International UK to help small businesses in the developing world to grow. The partnership enables our members, customers and colleagues to lend small sums of money directly to entrepreneurs in countries such as Cambodia, Benin and the Philippines. We're aiming to channel £1.5 million of loans this way, by the end of 2012. The process is simple – the person looking to offer support visits [www.lendwithcare.org](http://www.lendwithcare.org) and chooses the project they want to finance. They can provide all, or part, of the loan requested and then, over the following months, see what effect it has on the entrepreneur's growing business. Once the loan is repaid, the lender can choose to help another entrepreneur, or withdraw the money.

## Unfinished Business

In November 2010, we launched a campaign to tackle the Unfinished Business of Third World debt. 95% of Third World debt to the UK is owed to the Government's Export Credits Guarantee Department (ECGD). The ECGD backs millions of pounds worth of exports each year to fund overseas projects, often with insufficient attention given to potential impacts on human rights or the environment. Worse still, if the projects go wrong they can become Third World debts. But the ECGD could be a force for good, so we're calling on the Government for its reform. By August 2011, more than 30,000 people had contacted their MP about reform of the ECGD.



1.5 million children under the age of five die every year from diarrhoea, due to poor sanitation and a lack of clean water. We have pledged £400,000 to a UNICEF project to improve sanitation in Togo, West Africa. 195,000 people across 390 villages will benefit from toilets, hand washing facilities and better hygiene education. And customers can help us to improve even more lives, by buying our own-brand antibacterial handwash from selected branches of The Co-operative Pharmacy.



# Protecting the Environment

From light-weighting our packaging, to pesticide reduction, our commitment to protecting the environment is apparent across our family of businesses. Our new head office, which will be completed in 2012, is setting new standards for sustainable design and construction. We're one of the largest users of green electricity in the world and even generate our own; the wind farm on our land in Cambridgeshire currently produces enough electricity to power nearly 9,000 homes. Once its expansion is complete, it will be able to power twice that many and we've also had planning permission approved for a new wind farm in Yorkshire.

But we don't just focus on our own operations; we're also helping our customers, members and colleagues to go greener, including campaigning with them to save the honeybee and other pollinators, and supporting community-led renewable energy projects.

Over  
**98%**  
of our electricity  
is from renewable  
sources



David Eastlick is the chairman of Baywind Energy Co-operative, one of a group of community-owned windfarms to have received support from The Co-operative.



# Green Schools Revolution

Our Green Schools Revolution is aiming to inspire the next generation, arming them with the knowledge and enthusiasm to make responsible choices in areas such as energy, water and healthy living. Bringing together existing projects with a raft of new initiatives, Green Schools Revolution launched in September 2011. Within two months, an amazing 3,000 schools had signed up and we are looking to expand the scheme even further in 2012.

Children at participating schools will be able to benefit from a range of hands-on learning opportunities, such as trips to our farms to find out how their food is grown and to our wind farm to learn about renewable energy. We're also helping schools to set up walking buses, so that children can work to school safely.



More than  
**3,000**  
schools have joined  
our Green Schools  
Revolution

# Plan Bee

Back in 2009, our members told us of their concerns about the declining bee population. So, we launched a campaign to save the honeybee, which has since been expanded to include other pollinators that are at risk, such as butterflies.

In 2011, we've launched a pilot project to introduce corridors of wildflowers in Yorkshire and members have taken part in 'BeeWalks' across the UK, to learn about pollinator-friendly gardening and how to identify different bee species.

We've given away 300,000 packets of wildflower seeds in 2011 (that's 900,000 since the campaign launched), enabling our members and customers to make a difference in their own neighbourhoods. We've also funded the training of new urban beekeepers in Sheffield, Inverness, London and Ballymena this year and, as part of our commitment to inspiring young people, have supported performances of the children's play Honey at venues across the UK.



**900,000**  
packets of wildflower  
seeds given away







## Clean Energy

We want to help make the UK greener and our energy future more secure. Together with our members and customers, we aim to empower communities to harness the UK's vast natural resources of wind, water and solar power, and are calling on the UK Government to support more investment in renewables and community energy.

This builds on our work to combat climate change, that has seen our members and customers successfully campaign with us over the years. Most recently, we've campaigned together to help tackle the threat of carbon-intensive toxic fuels, such as tar sands oil. An outdoor photo exhibition, entitled Tarnished Earth, toured the UK throughout 2011, to raise the alarm about toxic fuels. As a result of this, and other campaigning work, almost 75,000 people signed our petitions for the UK Government to support an EU tar sands ban and keep tar sands out of Europe. Thanks to these people taking action, tar sands have now been included in final proposals for the EU Fuel Quality Directive, which could effectively ban them from being imported to Europe, by the end of 2011.

While tar sands exploitation mainly takes place in Canada, the exploitation of other unconventional fossil fuels could happen right here in the UK. Test drilling, also known as 'fracking', has already taken place for shale gas in Blackpool. As well as being an additional source of greenhouse gas emissions, shale gas exploitation poses significant risks to the local environment, including the potential for ground water pollution. Until the risks are better understood, we're calling for an immediate moratorium on shale gas development.



Photo credit: © Craig Doogan

## Responsibly Sourced Fish

All of our own-brand fish is responsibly sourced, which was reflected by our first place ranking in the latest Marine Conservation Society Supermarket Survey. We have invested £200,000 to help 11 UK fisheries pursue Marine Stewardship Council (MSC) certification, in addition to supporting the entire Sussex inshore fishery through its MSC pre-assessment. The Menai Straight mussel fishery has now achieved the MSC standard, with the other fisheries expected to complete the process over the next year.

## Habitat Heroes

The Co-operative Farms is working to protect British wildlife, through a pilot project at six of its farms. Each farm is focusing on one species, with farm managers, local environmental groups and volunteers working on ways to improve habitats, feeding and breeding opportunities. The first piece of work to be completed as part of Habitat Heroes was an artificial otter holt, which was installed at our farm in Coldham in August 2010. Other species set to benefit include red squirrels, bats and water voles, and it is planned to extend the project to other farms in the future.



# Membership in the Community

Our seven regional Membership teams support 47 area committees of elected members and the Northern Ireland Members' Council. Together they work with local communities to develop a wide range of bespoke activities and initiatives that address local needs, and offer support to existing projects. Over the following pages, you'll read about just some of the ways that local communities throughout the UK have benefited.

Our members  
are giving  
**£3.2m**  
to local community  
projects



Celebrating diversity  
at London Pride



# Central & Eastern

## Carers Conference

There are around 6 million carers in the UK, many of whom receive little or no support. The Central and Eastern Membership team invited carers to a conference in Nottinghamshire, where they were able to access advice and assistance from Carers UK, on a range of issues. A representative from The Co-operative Banking Group also discussed banking issues faced by carers, such as managing the financial affairs of the person being cared for.

## Grown By Us

Members and local shoppers were treated to workshops on how to grow your own food, and given free packets of seeds to get them started. The workshops were held outside selected Food stores, in a specially designed gazebo featuring farm and membership messages. A team of our farmers, membership officers and elected members were on hand to offer advice.



# North

## Valuing Diversity

Members were treated to a performance of 'Asylum Dialogues' by the award winning theatre group, Ice and Fire, at four Valuing Diversity events organised by the North Regional Membership team. The events celebrated diversity and highlighted some of the challenges that asylum seekers face on entering the UK.

## Sowing Seeds

The North Regional Membership team joined forces with the Federation of City Farms and the British Beekeeping Association for a series of Sowing Seeds events. Held in and around city farms and allotments, these hands-on events aimed to inspire members to utilise green spaces, accommodate bees and make greener choices.



# North West & North Midlands

## Co-operatives Fortnight

The North West & North Midlands Membership team toured the region in a specially designed trailer, during Co-operatives Fortnight 2011. The 'Trailer Tour' gave members and customers the chance to find out more about The Co-operative and what makes co-operatives different from other businesses. Representatives from our businesses in the local area were also on hand to offer an insight into some of our products & services.

## Good with Money

A series of Good with Money events were held across the region, to welcome new members from Britannia. Attendees were able to find out more about the Group's ethics, including the Bank's Ethical Policy, while enjoying some locally prepared food.



# Scotland and Northern Ireland

## Picturing Change

School pupils in Northern Ireland were invited to submit photos depicting how their community has improved, or how they would like to see it improve, for a competition part-sponsored by the Northern Ireland Membership team. Sisters Jessica, Abbi-Jane and Bethany Curran won the Co-operative Membership Award for their photos of a community allotment.

## Active Schools

More than 90 young people with disabilities from East Ayrshire took part in the first Active Schools' Boccia Festival, which was sponsored by The Co-operative Membership. Boccia is a target ball sport belonging to the same family as petanque and boules, and was created for people with physical disabilities. It helps to improve motor skills and muscle control.



## Cymru/Wales

### spOILt Youth Film Project

Created by pupils at Ysgol Bro Ddyfi in Machynlleth and financed by The Co-operative, spOILt highlights the devastating impact of tar sands. The film won praise across the country and has now been awarded the Film 15 Environmental Award. It's available as a DVD in both English and Welsh and is accompanied by a bilingual educational resource pack for schools and community groups.

### Co-operative Wales Conference

More than 150 delegates from key community and campaigning organisations, as well as leading figures from the Welsh Civil Society, attended the inaugural Co-operative Wales Conference. Co-operation and The Co-operative's work in the community were amongst the subjects discussed.



## South East

### London Pride

The Co-operative is a leading corporate supporter of Pride events across the UK, including the London festival. Pride celebrates diversity and raises awareness of the challenges faced by the LGBT community. Members and colleagues of The Co-operative took part in the London Pride parade, handing out stickers and diversity postcards to the crowds.

### Bee Training

Our Plan Bee campaign (page 19) has seen 300 new beekeepers trained, across the UK. In addition, would-be urban beekeepers have been given a taster of what's involved in keeping bees, at a series of introductory training sessions, including in London. Trainees have been taught a range of beekeeping skills, including how to maintain hives, and given a host of information.



## South & West

### Designs for Life

More than 100 school pupils took part in a competition run by The Co-operative Membership South & West team, to design a Fairtrade bag. The winning design was made into a new 'bag for life' by Vandanamu, a women's sewing unit in India, who are working to rebuild their lives after the tsunami. The bag went on sale at The Co-operative Food store in Wimborne, with all proceeds being donated to Julia's House, the local children's hospice.

### Big Yellow Weekend

The Big Yellow Weekend was held at 80 Co-operative Food Stores throughout Cornwall and Devon. Colleagues and representatives from the Membership team dressed in bright yellow clothes to chat to customers about Membership and raise money for our Charity of the Year. £14,000 was raised in total over the weekend.





# Colleague Engagement

From volunteering in their local school, to throwing themselves out of a plane to raise money, our colleagues take the co-operative principle of ‘concern for the community’ very seriously...

## Charity of the Year

Every two years, The Co-operative enters into a partnership for our Charity of the Year. Thousands of colleagues and members throw themselves into fundraising activities, from sponsored walks to tea parties.

We set a target to raise £5 million for our 2011 charity partners, Mencap and sister charity ENABLE Scotland. The money is launching an innovative new programme, Inspire Me. This will inspire 20,000 young people with a learning disability across the UK, empowering them to aim high and gain the skills and confidence to achieve their goals.

In a year where we don't have a charity partnership, colleagues raise money for a variety of causes, supporting thousands of local, regional and national charities.

In addition to the Charity of the Year and The Co-operative Volunteer Programme, individual stores and branches often take part in fundraising activities for charities of their choice. Colleagues are also supported in their personal fundraising activities, through The Co-operative Booster Fund. This fund ‘boosts’ individual fundraising by £100\* and team fundraising by £400\*.

\*If at least the same amount is raised by employees



Colleagues taking part in the Great Manchester Run in 2011.

## The Co-operative Volunteer Programme

Colleagues are encouraged to volunteer in their community during work time. The Co-operative Volunteer Programme operates across all of the businesses, offering a wide range of individual and team opportunities. Placements are chosen that provide real benefits to the community and offer volunteers an enjoyable experience that develops their skills and abilities. In 2010, almost 8,500 colleagues took part in community activities in work time. These included 1,400 colleagues who took part in a total of 116 team challenges. For example, a team from one of our Nottingham Food stores donned their gardening gloves to transform the garden of a residential home for people with a learning disability, filling a large skip and van with garden waste in the process!

A Funeralcare team in Brighton took part in a charity event, which saw them build a raft and sail it around Brighton Pier, to raise money for the Royal National Lifeboat Institute, SurfAid International and Whoopsadaisy. This was just one of thousands of community activities that Funeralcare colleagues take part in over a year.



Colleagues from The Co-operative Banking Group braved the rain to plant new beds of fruit bushes at a care home in Macclesfield.



# Co-operative Difference

**From credit unions to community shops, co-operative pubs to housing, co-operatives have a unique role to play in supporting communities. We want to help the wider co-operative movement to flourish, benefiting businesses, communities and members across the globe.**

## UN International Year of Co-operatives

2012 has been designated as the United Nations International Year of Co-operatives. It's an opportunity for people around the world to raise awareness of co-operatives as successful, values-driven enterprises that are owned and controlled by their members. There will be a wide range of exciting activities going on throughout the year, including the re-opening of the Rochdale Pioneers Museum in early 2012. We're investing £2 million in the International Year of Co-operatives and we're setting up a multi-million pound fund that will strengthen co-operative development around the world and make a significant difference long beyond 2012.



## Co-operatives Fortnight

We were a founding sponsor of Co-operatives Fortnight, which focuses on raising the profile of the co-operative model and highlighting its advantages over other business structures. We invested £50,000 to support Co-operatives Fortnight in 2011. The Co-operative Membership's Big Community Vote saw almost 1,500 community groups apply for a share of £88,000. Five groups were short-listed in each membership region, with the winner then decided by member vote. Our local teams and businesses supported the fortnight with a range of events, promotions and projects. These included The Co-operative Women's Challenge, a conference organised by the North Membership team, aimed at addressing the lack of women in area committees and senior roles.

## Credit Unions

Credit unions are financial co-operatives that offer savings and loans to members, many of whom are unable to access other forms of finance. The Co-operative Bank provides banking services to over 60% of the UK's credit unions, and helped to launch the credit union current account. Our family of businesses also offer additional services to credit union members, such as fidelity bond cover and general insurance from The Co-operative Insurance, and discounted goods from The Co-operative Electricals.

## The Woodcraft Folk

The Woodcraft Folk (Gwerin Y Coed in Wales) is a co-operative youth organisation that encourages young people to explore co-operative values and global issues, such as sustainable living, world debt and global conflict. Our regional Membership offices support individual groups and activities, whilst we commit a central grant (£34,000 in 2011) to help support their work. 2,500 young people, from all over the world, attended the 2011 'Co-op Camp' in Nottingham.

## International Co-operation

With a global membership of over 800 million members, co-operatives are far reaching in their significance. The International Co-operative Alliance (ICA) is the umbrella organisation that acts as a voice for co-operatives across the globe. The chair of The Co-operative Group Board, Len Wardle, holds a place on the ICA Board. In 2011, we have been working with co-operatives across Europe on ways of engaging membership and communities.



## The Co-operative Enterprise Hub

We believe that adopting the co-operative model can help local businesses to thrive. So, we're investing £7.5 million, over three years, to support the creation and growth of co-operatives, both in the UK and the developing world. As part of this, The Co-operative Enterprise Hub offers UK businesses free advice, training and consultancy services, delivered by co-operative development specialists, and a package of grants and loans.



When council budget cuts threatened the provision of care to the elderly in Wooler, Northumberland, four care workers decided to take matters into their own hands. With dedicated support from The Co-operative Enterprise Hub, Marie, Judith, Carol, and Ishbel were able to set up Cheviot Care – a co-operative dedicated to providing long-term home care to some of the most vulnerable people in the community. The team visit their clients' homes to help with housework, errands and personal care.





# Corporate Support

## The Co-operative supports a variety of sports and charitable initiatives, through corporate sponsorship and in-store promotions.

We're the title sponsors of the Rugby Football League (RFL) Championships, including the Conference League, and we're also an Official Partner of the RFL. This means that we can support the game at a grassroots level and enable more fans to enjoy the sport. As part of this, we supported the 'Kids Go Free' campaign, which gave rugby fans the chance to bring their children along to a game for free.

We also sponsor the British Music Experience (BME), an interactive museum dedicated to popular music. In 2011, to promote the museum and our commitment to inspiring young people, we worked with the BME to launch the British Music Experience on Tour. A London bus was transformed into a travelling museum, fully equipped with interactive technology and a recording studio. The bus has visited schools and festivals up and down the country, delivering music master classes to young students and giving more than 12,000 people the chance to see iconic music memorabilia from the last 60 years.



Onboard the British Music Experience on Tour bus.



Andrew Flintoff trains aspiring cricketers at his sports camp

We supported the first Be Inspired dinner, which raises funds for the Activate Sport Foundation. The Foundation gives children from disadvantaged backgrounds the chance to take part in sports camps and coaching programmes for free. We've been sponsoring Activate Sport for three years and, with the support of ambassadors such as Andrew Flintoff and Annabel Croft, have been able to offer thousands of children free places to develop their sporting skills at the camps.

Along with corporate sponsorship, our family of businesses offers additional support to charities and community groups, through a variety of initiatives. For example, The Co-operative Food offers community groups 10% off most items in-store, through The Co-operative Community Food Discount card. In 2010, our in-kind contributions to the community totalled £201,000. This included colleague volunteering (page 29), the use of premises for charity events and donations of products.

The Co-operative Bank is a leading provider of financial services to the charitable and voluntary sector. It offers tailored support to more than 23,000 community organisations, including almost 4,000 registered charities, through its award winning Community Directplus account\*. Community Directplus account customers can also apply for small grants from the Customer Donation Fund, which gave away over £71,000 in 2010 alone. The bank provides a range of affinity credit cards, enabling customers to support charities such as Shelter, Oxfam and Save the Children, just by taking out and using a credit card. Charity partners received more than £1.3 million in 2010, through the affinity card scheme.

\* Best Charity Account Provider 2010 presented by Business Moneyfacts



Colleagues from the Arbroath Co-operative Food store in Scotland meet crew members from the town's RNLI station, to hand over a cheque for £25,687, raised in just one month by 110 stores across Scotland and Northern Ireland.



# Charitable Foundations

We offer support to community groups and charities through the following foundations.

## The Co-operative Membership Community Fund

Thanks to the generosity of members who choose to donate some, or all, of their membership payout to The Community Fund, we're able to distribute grants to a wide variety of local causes. In 2010 alone, almost 1,700 local voluntary groups, community groups, self-help organisations and charities benefited from grants of between £100 and £2,000. In 2011, we have been able to support even more community projects, as members have been generous enough to donate £3.2 million. To find out what grants have been distributed in your region, visit: [www.co-operative.coop/communitymap](http://www.co-operative.coop/communitymap) or contact your regional Membership team.

## The Co-operative Foundation

The Co-operative Foundation is an independent charitable trust set up in 2000 by The Co-operative Group's former United region. Its current grant-making programme, Truth about Youth, is featured on page 8.



The Disability Recreation Unity Movement in Watford, Hertfordshire, was awarded £1,300 to help pay for art and yoga therapy sessions for adults with disabilities.

## Britannia Foundation

When The Co-operative Financial Services merged with Britannia, it was agreed that the combined business would continue to support the Britannia Foundation, with a £500,000 donation each year. The Foundation offers grants of between £1,000 and £25,000 to schools and registered charities working within education, with a particular focus on supporting numeracy and financial literacy. The Britannia Foundation is due to merge with The Co-operative Foundation in 2012.

# Useful Addresses

We hope you've enjoyed this taster of our work in the community. For more information about the projects featured, and to watch a short film featuring some of the people whose revolutions we've supported, please visit: [www.jointherevolution.coop](http://www.jointherevolution.coop)

Find out how your local community has benefited from our work at: [www.co-operative.coop/communitymap](http://www.co-operative.coop/communitymap)

Our overall approach to sustainability, including in-depth information on our work to protect the environment and tackle global poverty, is detailed in our annual Sustainability Report: [www.co-operative.coop/sustainabilityreport](http://www.co-operative.coop/sustainabilityreport)

To find out more about how members are influencing and supporting our activities, visit: [www.co-operative.coop/membership](http://www.co-operative.coop/membership)

If you have any general questions about Membership, please contact your regional Membership office, details of which can be found at: [www.co-operative.coop/membership](http://www.co-operative.coop/membership)

Alternatively, email [membership.services@co-operative.coop](mailto:membership.services@co-operative.coop)

To request additional copies of this booklet, please email [catherine.staveley@co-operative.coop](mailto:catherine.staveley@co-operative.coop)







# Keeping your **community** thriving

Find out about the community projects we've supported near you at:  
**[www.co-operative.coop/communitymap](http://www.co-operative.coop/communitymap)**

Alternatively, download any QR reader application using your smart phone and scan the QR code with your phone to go straight to the site.



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The **co-operative** good for everyone

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