



Community Impact

2023 / 2024

Welcome to our community



I'm delighted to share the Group's first ever Community Impact Report, which reflects our ongoing commitment to enriching the lives of those in the communities we live and operate in.

Supporting our communities isn't just the right thing to do, it's essential for building a thriving and more inclusive society, which is why our approach is two-fold: people-led and business-led.

Our people are a driving force behind our commitment to making a difference. In both India and the UK, colleagues continue to inspire me with their dedication, generosity, and passion to create meaningful change for our partners, local communities and causes close to their hearts.

As a business, we've focused our efforts on building more authentic relationships with our local communities and partners, so we can better understand their diverse needs and deepen our understanding of the social challenges they face. This has led to us working more collaboratively, using our collective influence and expertise to advocate for a better future and lasting change.

I'm proud of the strides we've made so far, but recognise there's more to be done, so we remain steadfast in ensuring our contributions drive real, measurable impact for those who need it most.



Andy Golding

**Chief Executive Officer
OSB Group**



Jonathan Couch
Head of
Communities
Impact



Eleanor Martin
People
Engagement
Manager (India)



Honor Chivers
ESG Executive

Overall benefit to charities and community organisations 2023 / 2024



Overall benefit

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When combining monetary support from the

- Good Causes Fund,
- Fund Raising & Fund Matching, and
- Pennies from Heaven,

as well as the value of Donation in Kind contributions of pre-loved office furniture and equipment, multiple charities and community organisations have benefitted by a combined total of over £680,000, increasing year on year.

£683,154

Benefit to charities & organisations.

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Good Causes Fund

Fund Raising + Fund Matching

Volunteering

osbIndia

£104,734

Donations to grassroots charities & organisations.

£180,209

Benefit to charities & organisations.

12,036

Hours volunteered.

£11,200

Benefit to HBS Hospital.

213 Colleagues submitting applications.

137 Colleagues participating in fund raising.

1,476 Volunteers.

500 Hours volunteered.

161 Charities and organisations supported.

101 Charities and organisations supported.

208 Charities and organisations supported.

154 Volunteers.

Collaborative partnerships 2023 / 2024



£138,130

Benefit to Depaul UK.

£143,806

Benefit to Demelza Children's Hospice.

1,700

Underprivileged children supported.

£3,500

Benefit to Heart of Kent.

£40,948

Benefit to the Outward Bound Trust.

8,166

Young people supported.

705

Children supported with life limiting conditions.

1,350

Nutritional food parcels supplied.



Empowering communities Our impact in 2023 & 2024



Making a **difference** in a year of change



Partnering for impact

Our long-term partnerships with charities and community organisations are crucial to our community impact strategy.

By collaborating with these important organisations, we can address local needs beyond our core business.

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We believe that everyone, regardless of background or origin, deserves opportunities to thrive, and as a business we have a responsibility to contribute to a fairer society by sharing our skills, resources, and expertise.



We support Depaul UK's vital work with young people experiencing homelessness. Our contributions extend beyond financial assistance to include skills development such as coaching board members, advising on energy efficiency, and providing HR support to help young people secure employment and a home of their own.



We've partnered with the hospice since 2017 to offer the Demelza Children's Savings Account. By encouraging young people to save, even small amounts, we instil valuable financial habits. Additionally, we match a portion of the annual average balances in these accounts to support Demelza's essential services for children and their families.

Empowering communities

Geographic impact

Our employees are passionate about making a difference. Throughout 2023 and 2024, they actively supported numerous community organisations.

By working together, we are creating a lasting impact and building stronger, more equitable communities.



Impact in our footprint locations and beyond

Through our volunteering, fund raising and applications to support good causes, we have made a distinct impact across our local and national communities, in particular within those areas identified as deprived in the Index of Multiple Deprivation (IMD).



Good Causes Fund

Our Good Causes Fund is designed to financially support projects and causes that are close to our employee's hearts.

All UK employees of OSB Group can apply on behalf of a registered charity, school, club, community group, animal sanctuary, or voluntary organisation.

Grants of up to £500 are available to help local charities and organisations make a positive difference in our communities.

Golden Thread Alliance – a Trust of nine primary schools in Dartford and Gravesham

The Trust has approximately 4,800 children, with 1,056 children classed as 'disadvantaged', including 677 children with special educational needs and 117 children with more significant needs.

OSB provided specialist books for every SEND child across the Trust. The specialist books feature main characters that also have disabilities and learning needs, and are specialised to suit the children's reading age to encourage development.

£104,734

Donations to grassroots charities
& organisations.

213 Community
organisations
supported.

161 Colleagues
submitting
applications.

Fund matching

Every year, we engage in a variety of fundraising events to raise money for important organisations focused on helping the sick and disadvantaged.

We positively encourage individuals, teams, and departments to think about the different ways they can raise money in a fun and inclusive way.

We know that every penny makes a huge difference to our communities, and that's why we're proud to offer fund-matching to all OSB UK colleagues.

The Mighty Hike fund raising for MacMillan Cancer Support

Seven colleagues from the different OSB UK offices joined forces to take part in the award-winning series of hikes, taking on the South Coast challenge covering 13 miles.

Starting in Brighton, they walked through the beautiful South Downs, across the Seven Sisters, and ended at Beachy Head, being rewarded with stunning coastal views as they went.

As a team, they raised £2,305 which OSB increased to £3,305 through its fund matching scheme.

£180,209

Benefit to charities & organisations.

137 Colleagues participating in fund raising.

101 Charities and organisations supported.

Volunteering

We're committed to being better neighbours - and we recognise that we can achieve this, not only through the donation of money, but through the donation of our time, skills, and expertise.

To demonstrate this commitment, all OSB Group employees are entitled to 14 hours volunteering time per year and are encouraged to use the full allocation to give something back to our communities.

2024 was a bumper year with more people than ever taking up the option to volunteer their services during working hours.

Volunteering at the Wildside Activity Centre

Members of the PR and Social Media team volunteered their time at the Wildside Activity Centre in Wolverhampton, whose mission is to provide enjoyment of the outdoors by offering adventurous and environmental activities, promoting physical and mental health and wellbeing, personal development and an underlying appreciation of the natural world.

Our team spent the day helping install eco-friendly coir rolls along the banks of the canal before taking to the water to collect litter floating in the canal.

12,036

Hours volunteered.

1,476 Volunteers.

208 Charities and organisations supported.

Collaborative partnerships

Our focus is not merely the outputs of financial donations and funding, or the number of hours of volunteering; we ensure our actions lead to positive outcomes delivering the impact and long-term changes that occur as a result of our actions, activities and projects.

And we do this by working together, amplifying the effect across our separate channels.

OSB operates partnerships, supplying charities and organisations with more than monetary donations - we share skills and experience too, and encourage each partner to support one another so they can increase the power and reach of the messaging.



OSB donated clothing and advice to Depaul's young people preparing for job interviews. Demelza sourced additional clothing from their charity shops based on the requirements of Depaul's clients.

Outcome: Depaul's clients were better prepared for life after leaving the homeless accommodation.



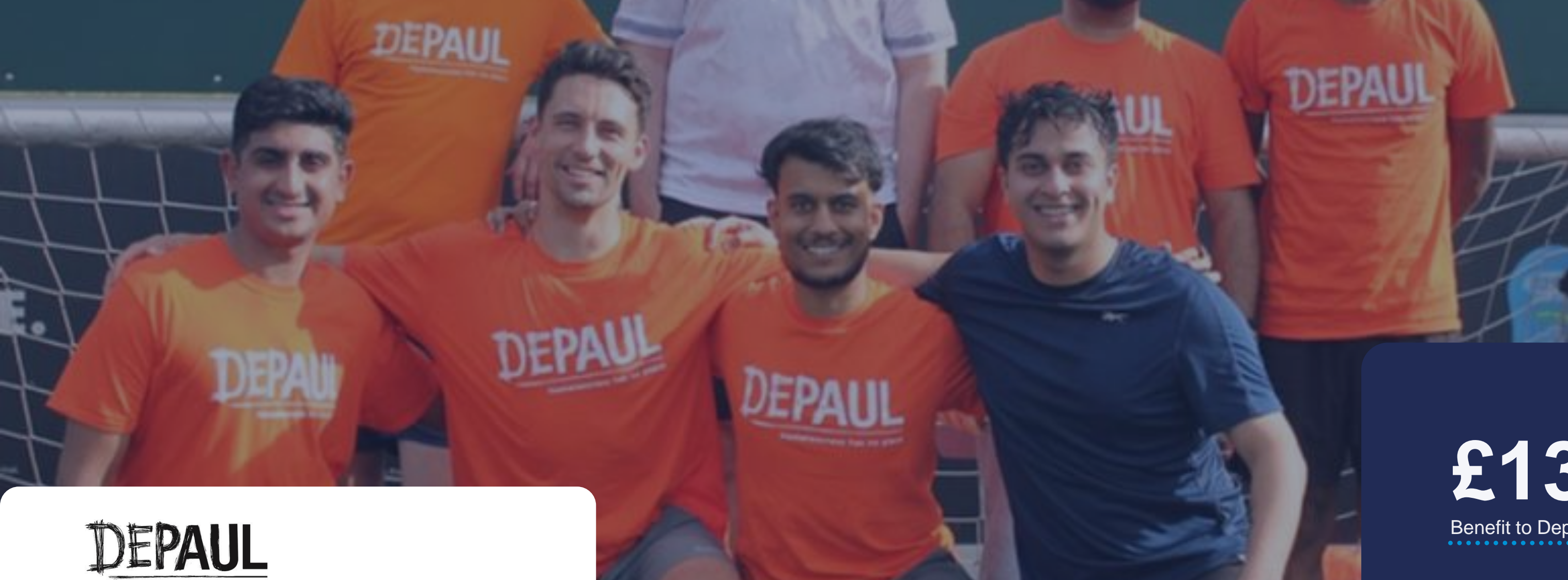
OSB partnered Down Syndrome swimmers with the Coventry Rugby Foundation, enabling the swimmers to benefit from the professional strength & conditioning rugby coaches

Outcome: The swimmers benefited from a nutritional, sport-related meal, training and fun activities with their peer group, and enabled their parents to network and feel part of a community.



OSB gifted the valuable 'front of shirt' asset on SEFA Women's matchday shirts to promote Demelza, whilst also supplying volunteers at fund raising events.

Outcome: Demelza benefitted by increased advertising, additional volunteers and fund raising at their events, and the young footballers benefited from personal growth through supporting their community.



As one of the largest youth homelessness charities in the UK, Depaul's vision is to create a society in which everyone has a place to call home and a stake in their community.

And their mission is to end homelessness and change the lives of those affected by it.

OSB's employees chose Depaul as their corporate charity for a three-year period, and is committed to supporting them through fund raising, skills sharing and donations-in-kind of equipment that will help them achieve their goals.

It has also used its desire for all partners to help each other through a collaboration with Demelza Children's Hospice to project strength in numbers.

£138,130
Benefit to Depaul UK.

8,166
Young people supported.

1,130 Young people kept safe for one night.

5,045 Took part in Depaul's education programme.

621 Used Depaul's Nightstop network.

740 Housed in supported accommodation.

290 Rough sleepers accessed Depaul's services.

340 Recived family mediation support.

* Depaul's reported data.

“

Once I discovered all the good work Depaul UK do for young people in need, it was a no brainer to do my bit and take part in the challenge. Safe to say that I'll be taking some notes from the guys at OSB Group! A brilliant effort from all with a fantastic amount of money raised.”

Toby Trinder, Coventry Rugby Club



Nightstop challenge

Depaul provides essential services including Nightstop, a lifeline for young people at risk of homelessness.

Nightstop relies on community hosts to offer temporary shelter to vulnerable individuals.

Inspired by this initiative, OSB transformed Depaul's Nightstop locations into virtual checkpoints for a step challenge, encouraging teams to collectively cover the distance.

Adding a competitive edge, Coventry Rugby star Toby Trinder, who is sponsored by Charter Savings Bank (part of the OSB Group), joined the challenge enabling OSB employees to measure their progress against a professional athlete whilst raising funds for a worthy cause.

The event was a resounding success, generating over £4,000 for Depaul.

OSB celebrated the winning team's incredible achievement of surpassing 3.5 million steps – equivalent to a 1,773-mile journey – with a trophy and individual medals presented by Toby Trinder himself.

£4,000

Benefit to Depaul UK.



Pop-up shop

During September we partnered with Demelza and Depaul UK, two of our corporate charity partners, and delivered a combined clothing pop-up shop and recruitment advice session for Depaul's young homeless clients.

Prior to the event, Depaul's clients created mood boards to give an idea of the kind of clothing they wanted to see at the event, and we encouraged our employees to search their wardrobes and donate anything they no longer needed.

We received some wonderful donations from all of our UK office locations, which were collected by Demelza's warehouse team and taken to be sorted prior to the event. The outfits chosen were based on the mood boards, ensuring we delivered items in the style and sizing requested. Demelza has 31 charity shops in Kent and the south east and was the perfect logistical partner for this event! We donated £800 to them to pay for the clothes and as thanks for their help organising the event.

The young people were able to walk around the racks of donated clothing, choosing outfits they would feel confident wearing within (and outside) a work environment. OSB volunteer Grace Sawyer was on hand to help them sort through the donated clothing and find items they were excited about.



I really liked meeting the young people, talking to them and hearing their career aspirations, and it felt wonderful putting an outfit together for them."

Grace Sawyer, Our Community Employee Network Representative



Children's savings account

Through the Kent Reliance savings brand, OSB supports the end-of-life care that Demelza provides to children in their hospices, by offering an affinity savings account allowing children to learn the importance of saving and earning interest on their pocket money, whilst supporting the hospices.

OSB uses its own money to match 0.25% of the combined balances held in all of these accounts each calendar year, donating £49,020 in January 2024.

And it isn't just financially that we support Demelza. Through our collaborative approach to community partnerships, we gifted the valuable space on the front of the SEFA Women Football Club's matchday shirts to Demelza, and the players have joined our colleagues in supporting events that raise funds for the hospice.

£143,806

Benefit to Demelza Children's Hospice.

705 Children supported with life limiting conditions.



Hiking the Inca Trail through the Andes mountain range was an absolutely incredible experience! The physical challenge of this trek was so worth it, as we were able to fund raise for Demelza Children's Hospice. Demelza is an incredible charity, very close to my own heart as they have supported my family over the years, so it was a great opportunity for me to give to the charity."

Honor Chivers – ESG Executive



Machu Picchu hike

Two intrepid colleagues signed up for a 4-day fund raising hike through the rainforests of Peru before scaling the heights of the Andes mountain range to reach the world-famous Machu Picchu heritage site.

Honor Chivers, ESG Executive and key member delivering OSB's community impact strategy, and Zoe Berry who manages the Gravesend Kent Reliance branch, undertook the adventure after raising over £10,000 for Demelza between them.

We used our partnerships to good advantage, with the hikers attending a Coventry Rugby match, along with volunteers from the wider ESG team, to assist in their fund raising. And the fans, already aware of OSB's support of their team through the Charter Savings Bank brand, gave generously.

The hike was a huge success with Demelza benefiting through Honor and Zoe's hard work and resilience.

£10,000

Benefit to Demelza Children's Hospice.



osbIndia

HBS Hospital (Shivajinagar, Bengaluru)

HBS Hospital provides medical services to individuals who are living below the poverty line within the community in and around the vicinity of Shivajinagar, located in central Bengaluru.

HBS's mission is to provide accessible, affordable, high quality, curative and preventive healthcare to the less fortunate, by bringing together the strengths and contributions of healthcare professionals, staff, volunteers, and community.

OSB India has focused on supporting crucial dialysis services, providing care for 335 patients, with 1,704 sessions of sponsored dialysis care - which translates to almost 7,000 hours of life-saving dialysis given in the last year.

Across the business, our colleagues have volunteered their time to a range of local community partners, spending 500 hours helping those in need.

6,816

Hours of dialysis treatment.

1,704

Dialysis sessions administered.

335

Patients treated.



osbIndia

Let's be the Change (Bengaluru)

Let's Be The Change is a non-profit organisation which aims to build a cleaner, healthier and more sustainable society by working in synergy with citizens and the Indian Government.

2024 was committed to a transformative project focused on empowering individuals to repurpose textile waste into innovative recycled products, fostering creativity, sustainability, and significantly reducing the burden of textile waste on our environment.

Our teams worked closely with a group of female residents of LR Nagar, providing specialised training in upcycling textile waste into marketable products, such as bags, accessories, and home decor items.

The initiative was not only about reducing waste but also about empowering women by providing valuable skills that can lead to meaningful employment and a sustainable source of income.

67

Volunteers.



£3,500

Benefit to Heart of Kent.



Shaun the Sheep art trail

OSB, through its Kent Reliance savings brand, joined the *Shaun The Sheep at The Heart of Kent* art trail in Maidstone, with funds raised going to the Heart of Kent Hospice to support care for local people living with terminal illness.

Kent Reliance sponsored one of the large sculptures, 'Hope in Darkness', that was designed and created by Lauren Jackson from the OSB marketing team. Lauren competed against tough, local competition but her design stood out from the crowd with Aardman, the creators of Wallace and Gromit, selecting her design to be part of the trail.

Kent Reliance also donated one of the smaller Shaun sculptures to Demelza which was decorated by children at one of their hospices as part of our longstanding partnership. Demelza's 'Dotty' is now on display in her permanent home at Demelza's Sittingbourne hospice.

The art trail raised a total of £265,250 for the Heart of Kent Hospice, with Lauren's Hope in Darkness statue raising £3,500 at the end-of-trail auction.



Project:500 and Rugby & Reading

The Coventry Rugby Foundation is the charitable arm of Coventry Rugby Club with very clear beliefs of how they can play a vital part in their local community, a belief that mirrors our own.

OSB, through its Charter Savings Bank brand, has been the lead partner of the Foundation's Project:500 camps since 2019, an initiative set up the year before aiming to lift children out of poverty, as official figures shows that 40% of children in Coventry are classed as living in poverty, which is 10% higher than the national average.

Poverty harms a child's physical and mental health, development, behaviour, education, food security, and increases the likelihood of crime, bullying, and isolation.

During the time of our support, involving help from many volunteers from across OSB who volunteered at the camps, the Foundation has surpassed all ambitions helping more than 5,000 children in this category.

OSB is also the lead partner for the Rugby & Reading programme, inspiring young children through players and coaches providing one-to-one reading sessions followed by a multi-sport activity to exercise both body and mind.

1,700

Underprivileged children supported.

1,350

Nutritional food parcels supplied.



Wolves Play Café

Wolves Play Cafe is a small community interest company with a mission to create a safe, supportive and fun city for children to grow up in. They aim to:

- facilitate varied, open-ended and carefully scaffolded play opportunities to support development and independence of children under 7 and primarily those under 5, in Wolverhampton;
- create a caring and cohesive community helping reduce feelings of isolation of caregivers of young children by providing safe, friendly, welcoming and diverse opportunities to enable valuable stories to be shared; and
- empower caregivers of young children to support their knowledge of children’s development to help create lifelong impacts for little ones’ lives.

Our colleagues volunteered 200 hours of their time to help at the Cafe’s community garden, helping ensure its biodiversity is nurtured and remains a useable, inviting natural space in the local community.

The cafe report the volunteering contribution at a Wolves Play Cafe staff value of £3,798.

OSB also donated pre-loved kitchen units during the upgrade of its Exchange Court building, vastly improving their onsite facilities.

2,430

Children supported.

1,834

Caregivers supported.

Esther Gillham from the Trust gave her thanks to Andy and Clive, commenting:

“

the money donated will all go directly to help disadvantaged young people to access our outdoor adventures, helping them to build confidence, resilience and a love of the outdoors.”



THE
OUTWARD
BOUND TRUST

Andy Golding, CEO and Clive Kornitzer, Group Chief Operating Officer at OSB Group drove 850 miles from Belgium to the Italian lakes in a car costing less than £1,000 to raise money for disadvantaged young people.

The funds raised went to The Outward Bound Trust who provide outdoor adventures for disadvantaged young people.

The Outward Bound Trust work with over 24,000 young people each year, partnering with almost 400 schools, colleges, employers and youth groups to teach them to believe in themselves regardless of background.

£40,948

Benefit to Outward Bound Trust.

Andy said after the event:

“

It was extremely humbling to hear the stories about the great work the Trust does and about the positive impact they have on the lives of disadvantaged young people.”



enVision

Envision helps young people from less-advantaged backgrounds build their essential skills and confidence through a structured cross-school active citizenship competition.

Envision contacted OSB as they wanted to expand their offering into the Wolverhampton area, and our colleagues jumped at the chance to mentor the young children, in sessions facilitated by Envision's programme coordinators.

Young people work in teams to design, develop, and deliver a social action project that makes a positive change in their school community.

At OSB's Wolverhampton offices in 2024, the programme coordinators facilitated sessions that enabled young people to work with mentors to develop their skills, confidence, and raise their aspirations.

The final session involves a presentation presented by the children, as they showcase their skills development and project achievements to their peers, mentors, and a panel of judges.

This is an opportunity to celebrate and reflect on their successes and empowers the young changemakers to shape their futures and build a society where a young person's background doesn't determine their future.

9 Mentors.

14 Children supported.



Donation in kind

OSB provides financial support, specific business skills and training sessions, as well as support through its volunteering programme.

Where possible it also donates office furniture and equipment that is no longer needed, or has been replaced, to local organisations who will benefit.

During the year, office desks, chairs, computer display screens and many other items were donated to Coventry Rugby Foundation, Wolves Play Cafe, and Icknield Primary School.

£27,700

Benefit to charities & organisations (based on second hand website pricing).