

Improving Lives

Better Future
Report 2014



Our vision is to help improve hundreds of millions of lives globally through our products and people. We will use our skills and technology to help generate more than £1bn for good causes.

2020 goal:
£1bn



Charity partners

We have longstanding partnerships with BBC Children in Need, Comic Relief, ChildLine and the Disasters Emergency Committee (DEC), providing the communications technology, time, skills and enthusiasm to help them raise funds quickly and efficiently. Enabling them to do what they do best - help people who really need it.



The Supporters Club

We believe that sport has the unique ability to bring young people together and make a positive difference. Working with our charity partner Comic Relief, we aim to improve lives by bringing people together through sport, in the UK and internationally.



Services for charities

BT offers unique services that help charities grow by enabling them to save vital resources, operate more efficiently and fundraise more effectively. We can make a big difference to communities by offering support in three main categories: sharing our skills, support for fundraising and providing technology.



Disaster response

BT people use our equipment and expertise to help those affected by crises around the world, while our MyDonate for Telethons and Appeals platform helps our charity partner, the DEC, raise money through emergency appeals. BT's Emergency Response Team works to restore vital communications links.

Key performance indicator	2013/14 target	Performance
Our goal is to help generate £1bn for good causes by 2020	To use our skills and technology to help generate £63.08m	Used our skills and technology to help generate £85.53m



Davina McCall, UK TV presenter, taking part in the BT Sport Relief Challenge which raised £2.4m

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MyDonate

Our MyDonate free fundraising services combine our expertise in secure online payments, call centre capabilities and the skills of our people. Our commission-free platform means that charities get up to 63p more for every £10 donated, compared with other similar services.

Our MyDonate technology, raised over £57m for thousands of good causes in 2013/14. Our MyDonate for Fundraising service has seen the number of charities, and the number of donations, grow 60% year on year.

We enabled the DEC to raise over £24m for Typhoon Haiyan and the Syria crisis using our MyDonate technology.

Full details of the service are available at www.bt.com/mydonate



£9m

We generated £9m for Sport Relief by powering the telethon fundraising appeal and through our celebrity sporting challenge.

£11.6m

We helped raise over £11.65m for the annual BBC Children in Need appeal.

£24m

We enabled the DEC to respond rapidly to Typhoon Haiyan and the Syria crisis – our MyDonate for Telethons and Appeals and other technology helped to raise over £24m.

£2m

Our new charitable initiative, The Supporters Club, raised over £2m to improve lives by bringing people together through sport.

60%

60% increase in the number of charities and the number of donations made on our MyDonate for Fundraising platform.

Future plans

In 2014/15, we plan to work more closely with all of our strategic charity partners. We will also enhance our MyDonate for Telethons and Appeals platform which underpins our support for both organisations. We will continue to develop our services for charities, to continue to help them operate efficiently and effectively.

We are aiming to increase customer donations to The Supporters Club in 2014/15, and raise awareness of its work by filming five more documentaries that showcase the projects we are funding, to be shown on BT Sport.

We will share our disaster response experience with charities to pool our knowledge and expertise, so that we can better help communities in times of crisis.



Benoît Assou-Ekotto, footballer, in Tanzania helping to assemble a team for the Street Child World Cup.

For more info

Find out more about Improving Lives at www.bt.com/betterfuture



Find out more about The Supporters Club at www.thesupportersclub.org



Find out more about our services for charities at www.bt.com/charityportfolio



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