

Supporting charities and communities

Our vision is to help improve hundreds of millions of lives globally through our products and people.

£83.7 m

In 2014/15, we raised £83.7m for good causes, making progress towards our ambition to generate more than £1bn for good causes by 2020.

£51.6 m

Through our MyDonate platforms we helped raise over £51.6m for charities and good causes this year.

26%

More than 26% of our employees volunteered over 53,000 days of their time to support good causes in the UK.

£1.75 m

Raised over £1.75m through The Supporters Club and provided grants to 26 charities globally.

Our 2020 ambition
To generate more than
£1bn for good causes.

Since 2012, we have raised
£231.4m



Working with our strategic charity partners

We help our charity partners to raise millions of pounds for good causes around the world.

Supporting charities with our products and services

We provide services and technology to help charities fundraise and run more efficiently. The money we help raise is driving us towards our ambition to help generate more than £1bn for good causes by 2020.

Responding to international disasters

When disasters strike, we help charities fundraise and provide our expertise, through BT's Emergency Response Team, to rebuild communities.

Changing young lives through sport

The Supporters Club aims to build a better world by transforming young lives through sport. By inviting BT Sport customers to make a donation, The Supporters Club is able to raise funds to provide grants for charities.

Volunteering our skills and time

For many years our people have given their time and skills to support good causes around the world. Applying these skills to support good causes allows our employees to benefit from new experiences and creates new learning opportunities.

BT supports a record-breaking Red Nose Day 2015

Red Nose Day in March 2015 was a record-breaker. The appeal made over £78m, the most ever raised in one night – with the BT MyDonate platform processing around £7.6m. This means Comic Relief has raised a massive £1bn since the charity began 30 years ago. BT people also got involved. From posting selfies on our intranet to dance off competitions, over 1,280 ‘fun’-raisers helped to raise more than £150,000 and make this year’s Red Nose Day a truly memorable event.



13 March 2015

The difference MyDonate can make

MyDonate is BT’s free to use, online fundraising service. It has no set up fees, no commission and apart from the fees charged by the credit card companies, all the money goes straight to charity.

Robert Richie’s young son Toby was diagnosed last year with an inoperable brain tumour. Robert is raising money to support The Brain Tumour Charity, by spending four days and nights at altitude, ascending 8,848 metres (the height of Everest) over 40 kms through 30 hours of uphill ski touring. BT’s MyDonate has helped Robert raise over £135,000, with every penny going to the charity.



Taking a cut out of donations means some kids miss out on going to school.

By using MyDonate, BT’s commission free online fundraising service, the Life Association charity was able to provide more school places.
No commission charge • No set up fee • No monthly subscription
Find out more at bt.com/mydonate



Helping children with special educational needs to communicate

Through our partnership with the disability sports charity, Lord’s Taverners, over the past four years we have helped improve the lives of over 5,700 young people with severe disabilities and communication problems.

In 2014/15, we provided equipment to create multi-sensory rooms with relaxing and stimulating lights, sounds and textures in a further four special schools across the UK. This has helped enhance the learning experience of children with physical and mental disabilities.

BT supports City in the Community

The Supporters Club has provided a grant to the City in the Community’s (CITC) One City programme – an initiative that uses football to support 1,000 young disabled people in Manchester, UK.

It trains 10 disabled volunteers each year to be football coaches. And it provides work placements to five young people to develop the skills they need to get a job.

Tom, who has cerebral palsy, has been part of CITC for around six years. He describes the impact this programme has had on his life:

“Through City in the Community I was able to get the qualifications I needed to get an apprenticeship as a paid coach – helping me to pay for college. My fitness has improved, which has helped my condition, and I’ve also made lots of good friends. Recently, I got offered a work-placement on the One City programme, where I am getting a taster of what it’s like to have a real job.”

