

Supporting our communities – 2016/17 summary



We share our technology and time with charities and communities to help them raise money and change lives for the better. We're helping employees and customers champion the causes they care about. And we support young people by investing in sport for change.

By 2020, we want to use our skills and technology to help generate £1bn for good causes and inspire two-thirds of our people to volunteer their time and skills. We listened to our customers and employees, and have developed a new charity strategy that aims to reach more of the people who need help most.

We're sharing the power of our products, people and brand to amplify our impact. And we're inspiring our people and customers to lend their support.

People and organisations can raise money for thousands of charities across the UK through our commission-free fundraising platform, MyDonate. Charities can benefit from the low-cost communications deals we offer. And our people get involved by volunteering their time and expertise.

Our 2020 ambitions

Use our skills and technology to generate more than £1bn for good causes

£1bn

Progress to date:

£422m

Raised since 2012/13

Inspire 66% (two-thirds) of BT people to volunteer their time and skills

66%

Progress to date:

31%

Employees volunteered in 2016/17

2016/17 highlights

Using our technology to fundraise

We used our technology to raise over £62.6m for 11,000 charities, through telethon appeals and MyDonate, our online fundraising platform.

Since the very first Red Nose Day in 1988, we've relied on the incredible support BT provides. From telephony infrastructure and the call centres themselves, to network management and thousands of hours of staff time to answer calls, BT are the backbone of every telethon we've ever done. This year BT Sport and Comic Relief joined forces to create the first ever virtual reality immersive comedy sketch to engage supporters through an exciting new medium. And we're really proud of it. We literally couldn't ask for any more from BT. You guys are brilliant – Comic Relief just wouldn't happen without you! Thank you forever. And a bit longer after that as well.

Emma Freud, Director, Comic Relief



Standing up to cancer



We put our new strategy into action to help Cancer Research UK. We helped raise £1.3m, and had over 6,600 employees volunteer in support of its Stand Up To Cancer campaign.

Getting involved through volunteering

More than 31% of our employees volunteered over 39,000 days of their time to support charities and local communities.

Changing lives through sport

BT Sport customers donated more than £1.6m for The Supporters Club, providing grants to 13 charities in the UK and around the world.

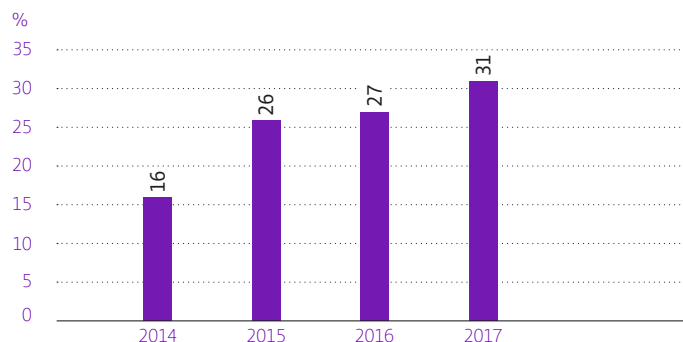
Supporting our communities – 2016/17 summary continued

Highlights of 2016/17 telethons and appeals

Children in Need	£10,598,314
Comic Relief	£3,497,124
DEC Yemen Appeal	£2,914,821
DEC East Africa Appeal	£2,005,342

BT employees volunteering

Year ended 31 March



Enabling people to give



Our MyDonate platform makes it easy to raise money for charities. Anyone can use it to plan, act and appeal for sponsorship or funds via their social media networks.

BT employee Linda Phillips used MyDonate when she shaved her hair to raise money for the Little Princess Trust that provides wigs for children suffering from hair loss. And former England rugby player Ugo Monye used it to raise funds for our charity partnership, The Supporters Club, when he did the Nine Hour Challenge, a mountain biking and hiking endurance event.

MyDonate has 0% commission, no set-up fee or monthly charges. This means more money goes where it should – to the charity.

Sharing our skills to strengthen charities



Our transformation team works with other teams across BT to achieve cost savings for our business. They also put their expertise and knowledge to use through free one-day classes for charities. More than 50 people from various national and local charities took part this year, learning about useful tools and techniques for problem-solving.

Going contactless



One in four transactions across the UK are now contactless. We've worked with charity partners to develop a new handheld device to take contactless payments. The aim is to make donating a simple, fun experience and help charities meet their fundraising goals.

Trials show that giving people the option to make contactless payments alongside traditional cash collections enables charities to raise up to 50% more in some cases.

Inspiring disabled people through sport



We're partnering with the Premier League on a three-year programme to help disabled people across England and Wales become more active and develop new skills and confidence.

Premier League clubs will employ dedicated disability officers to co-ordinate the programme and promote inclusion. They'll work with local agencies to support disabled people through sport.

The BT Sport films team will produce and broadcast short films on the individuals involved to engage our employees and customers. We'll work with the Disability Initiative to create employee volunteering opportunities across the clubs.