# Generating £1 billion for society

BT has set the goal of using our skills and technology to generate more than £1 billion for good causes by 2020. We have defined what will count towards this goal, and will track progress year-on-year.

This includes all monies raised using MyDonate for fundraising, telethons and appeals (including Gift Aid), through payroll giving, and by BT employees fundraising during working hours. Other contributions include the value of time volunteered by BT people to good causes during working hours. We also count membership fees, donations, sponsorships, matched-funding and the value of in-kind support given to charities, not-for-profits and social enterprises. We also include payments made to these organisations to run projects aligned with our vision to ‘help improve hundreds of millions of lives globally’.

We also include any investment in infrastructure, such as the set up and running of MyDonate and its associated internal administration costs.

Finally, we include funds raised as a result of BT’s financial support and the use of our technology, skills and assets. This includes monies raised by BT-sponsored fundraising events such as the BT Comic Relief Celebrity Challenges, where BT’s provision of professional services enable public donations, and where our assets such as the BT Tower enable fundraising events.