

# Community and charity

Working together to create opportunities

Our National Charity Committee draws on the energy and commitment of our workforce to raise funds for charitable projects. We also collaborate closely with community groups and charities, empowering our people to use their time and talent to address societal and development challenges. As part of that process, every GVA employee is encouraged to get involved with our tree planting, gardening, painting and educational volunteer days.

In 2017, we took our community and charity program further by giving every member of staff a free volunteer day to use each year to volunteer for one of our GVA-led projects. The idea is to provide opportunities and encourage every employee to give something back to their local community by supporting one of our charity or environmental partners. We also completed our first ever graduate charity challenge with 16 graduates conquering Mount Snowdon overnight in support of Alzheimer’s Society, donating £10,000. Additionally, we produced three volunteering, fundraising and pro-bono booklets to make our community and charity program more accessible across the business.

Through increased awareness and a wider range of opportunities, we have had a fantastic year of staff engagement and for the first time were shortlisted for the Group Fundraiser of the Year category at the Alzheimer’s Society’s Dementia Friendly Awards 2017.

## Top achievements

### Fundraising

- 106 dementia friends created since 2016
- £113,000+ in total raised and donated to our two national charity partners;
- £10,000 was raised by our graduates as part of the Midnight Snowdon Hike graduate charity challenge for our ‘people charity partner’;
- Ten projects were completed helping Alzheimer’s Society, Meanwhile Spaces, St Mary’s Hospice as part of the LandAid Pro Bono programme;
- 253 volunteers across 17 projects has meant over 1,349 hours of time was volunteered by staff to tree planting and other local causes;

### 2016

	Office fundraising	GVA donation	Sponsorship	Total
Charity of the year				
Alzheimer’s Society/ Alzheimer Scotland	£39,000	£44,200	-	£83,200
LandAid	£9,400	£11,600	£30,000	£51,000
Woodland Trust	-	-	£24,000	£24,000
<b>Total</b>	<b>£48,400</b>	<b>£55,800</b>	<b>£54,000</b>	<b>£158,200</b>

### 2017

	Office fundraising	GVA donation	Sponsorship	Total
Charity of the year				
Alzheimer’s Society/ Alzheimer Scotland	£35,245	£54,069	-	£89,314
Woodland Trust	-	-	£24,000	£24,000
<b>Total</b>	<b>£35,245</b>	<b>£54,069</b>	<b>£24,000</b>	<b>£113,314</b>

## UN Sustainable Development Goals



Our community and charity work aims to tackle the following Sustainable Development Goals:-  
 UN SDG 3: Good Health and wellbeing-  
 UN SDG 11: Sustainable cities and communities

### Challenge:

- Ensuring healthy lives and promote well-being for all at all ages
- The property sector has an important role to play in making cities safe, resilient and sustainable.

### GVA Action:

- Dementia is one of the greatest health challenges we face in society today. GVA has started on its journey to becoming a dementia-friendly organisation helping to address the impact of dementia.
- GVA conducted dementia friendly audits on managed properties and using the action plan to make improvements

## Raising Awareness

In May, we supported 'Dementia Awareness Week' with our own internal campaign focusing on how the property sector can implement dementia friendly design into buildings and places. Five areas were covered alongside each office holding its own fundraising activities.

### 1: Colour and contrast

### 2: Lighting

### 3: Fixtures and fittings

### 4: Entrances and exits

### 5: Outdoor spaces

This work was taken a step further by our property management consultancy team where audits were conducted across our larger managed sites where action plans have been created to make developments more relaxing, accessible and helpful for those with dementia. The property sector can easily overlook the fact there are barriers preventing people with dementia feeling comfortable when visiting our buildings, but with a little support and understanding, everyone in the community can do their bit to help people with dementia to live well. In this context, the property sector has key role to play.

## Graduate charity challenge:

On Friday 23 June, 16 brave graduates from across the UK climbed Mount Snowdon in aid of the Alzheimer's Society. This inaugural graduate charity challenge was a big success, raising and donating £10,000 for the Alzheimer's Society.

## Volunteering:

Volunteering has grown significantly with five times as many hours given by staff to projects that really needed our help. GVA's volunteering focus this year involved supporting projects which supported people with dementia. In particular, GVA supported a dementia friendly gardens project hosted by Groundwork and Living through Landscape funded by the big lottery. The idea was to make more use of the outdoor space for the residents and visitors; providing a range of health and wellbeing benefits as a result of increased access to the natural environment.

## Progress against goals and objectives

We are pleased to say that GVA continue to meet the following 2016-2018 community and charity objectives:

### Goals

- Raise and donate money for our chosen national charity partners
- Provide time and skills pro-bono via our national charity partners

### Objectives

- Donate a percentage of our revenue to charitable organisations
- Create opportunities for staff to donate money, time and skills
- Develop our partnership with the Woodland Trust, our environmental charity
- Build a partnership with our "People's" charity, as chosen by our staff

### Missed objective

GVA is not meeting the following objective but continues to support LandAid whenever we can:

- Continue to be a Foundation Partner of LandAid, the property sector charity

## Feedback

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Myself and the corporate partnerships team at Alzheimer's Society love working with the team at GVA, 2017 was a fantastic year for our partnership with more than £120,000 was raised for the Society. However, our partnership with GVA goes so much further than just fundraising. Throughout 2017 the team volunteered on a number of key projects, including redecorating the Templeton Day Centre. The team also supported through gift in kind, giving the society use of their meeting rooms across the UK. Thank you GVA for uniting with us against dementia.

Georgie Davies, Senior Regional Corporate Partnerships Executive  
– Greater London