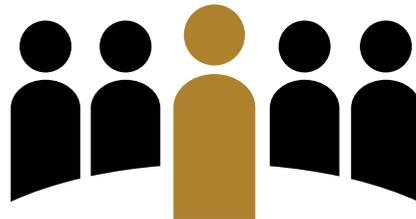


# THE WINNERS 2016

Better Society  
— 2016 —  
AWARDS



12 May 2016, Millennium Hotel London Mayfair



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## Better Society Awards 2016 - The Winners

### WELCOME



CARE International, IntoUniversity, and Rays of Sunshine were among the charities recognised at the second annual Better Society Awards.

Hundreds gathered in London at a ceremony in May to recognise the contribution the private sector makes towards making the world a fairer, healthier, and safer place.

A number of categories also recognise the role charities play in partnership with businesses, and reward outstanding service to the voluntary sector from commercial companies.

The awards are run by the Better Society Network and sponsored by Ansvar. The event is supported by Charity Times, Heart of the City and UKSIF.

Hogan Lovells was recognised for its work with CARE International in the Partnership with an International Charity category, while UBS was awarded the Partnership with a National Charity award for its support of IntoUniversity.

The Partnership with a Children's Charity award went to The Fragrance Shop for its partnership with Rays of Sunshine.

All three partnerships are profiled from pages 52 to 54.

Royal Mail Group and Missing People received a high commendation in the Partnership with a National Charity category.

Everton in the Community, Everton FC's official charity, took away the Communication Award.

Nationwide Building Society took away the Innovation Award alongside Macmillan Cancer Support. Commercial firms recognised for the quality of their service to charities include Rathbones Investment Management and Ecclesiastical Insurance as Asset Manager of the Year and Insurance Company of the Year, respectively.

Read more about what made Rathbones Investment Management stand out from page 58.

Aimia was recognised as Pro Bono Company of the Year, while Ethicall won the Ethical Business Award.

Columbia Threadneedle was recognised with the Diversity Award, and PwC UK was successful in the Transparent Reporting of the Year category. East of England Co-op took the Staff Education Award.

The Best Scheme to Encourage Staff Fundraising award went to CBRE, while Abundance Investment was recognised as offering the Ethical Investment Fund of the Year.

Tarnside Consulting was named Consultancy of the Year. Sayer Vincent took the Pro Bono Company of the Year award in 2015, and followed that up this year with success in the Accountancy Company of the Year category.

Triodos Bank took Bank of the Year.

The Commitment to the Local Community Award, sponsored by Ansvar, went to Berkeley Group, while the National Commitment to the Community Award went to Land Securities Group.

Marks and Spencer was recognised as offering the Carbon Reduction/Offset Programme of the Year.

ALDI UK took the Efficient Use of Energy Award. The Crown Estate received the Built Environment Award, and Greggs took Waste Management & Recycling Programme of the Year.

Congratulations to an impressive list of winners overall, combining the best in business practices with a dedication to improving society for all.



## Categories & Judges

### CATEGORIES

1. Waste Management & Recycling Programme of the Year
2. Communications Award
3. Built Environment Award
4. Efficient Energy Use Award
5. Staff Education Award
6. Carbon Reduction/Offset Programme of the Year
7. Innovation Award
8. Partnership with an International Charity
9. Partnership with a National Charity
10. Partnership with a Children's Charity
11. National Commitment to the Community Award
12. Commitment to the Local Community Award  
- sponsored by Ansvar
13. Asset Manager of the Year
14. Insurance Company of the Year
15. Bank of the Year
16. Accountancy Company of the Year
17. Consultancy of the Year
18. Ethical Investment Fund of the Year
19. Best Scheme to Encourage Staff Fundraising
20. Transparent Reporting of the Year
21. Diversity Award
22. Ethical Business Award
23. Pro Bono Company of the Year

### THE 2016 JUDGING PANEL



**Paul Caulfield**  
Director of Nottingham MBA, ICCSR



**Gillian McKay**  
Head of Charities and Voluntary Sector,  
ICAEW



**Simon Gillespie**  
CEO, British Heart Foundation



**Simon Parker**  
Research Fellow in Ethics, Sustainability  
and Engagement, Cass Business School



**Simon Howard**  
Chief Executive, UKSIF



**Matt Ritchie**  
Editor, Charity Times Magazine



**Frank Krikhaar**  
Global CSR Manager, Dentsu Aegis



**Bob Swarup**  
Principal, Camdor Global



## Partnership with an International Charity

### WINNER: Hogan Lovells and CARE International

Innovation and impact combined to lift Hogan Lovells and CARE International to the top spot in the Partnership with an International Charity category at the Better Society Awards 2016.

Judges were impressed with the genuine commitment on display from the pair, who have teamed-up to empower female entrepreneurs in the developing world via CARE International's innovative online lending platform Lendwithcare.

Humanitarian and development charity CARE International has been fighting poverty and defending human rights since its launch in 1945.

Today the charity works in 79 developing countries saving lives in emergencies and finding long-term solutions to poverty for millions of people every year.

When international law firm Hogan Lovells went searching for a charity partner with reach to match its own,

CARE International shaped as an ideal fit. And Hogan Lovells offered what the charity was looking for in a partner – a company with a global staff and client network it could leverage to generate additional supporters and funds.

The partnership has seen people at Hogan Lovells provide loans through the online platform, Lendwithcare, and chose individuals they want to support.

Once the loans are repaid by the entrepreneurs, Hogan Lovells donates the money to Lendwithcare so they can expand their operations into more countries and reach more entrepreneurs. The partners say this approach has double the impact both financially and socially.

When the partners won their award, more than 2,600 loans had been made totalling £137,500. The partnership had benefitted 11 developing countries and 1,870 of the loans had benefitted women. Over 100 jobs had been created in local communities as a

result of the partnership.

The partnership includes pro bono support, and two major pieces of work in particular have benefited the charity. One resulted in more than £70,000 of Gift Aid being reclaimed by CARE International, and the second allowed Lendwithcare to expand operations into Vietnam providing small loans to women in the northern part of the country.

Judges were particularly impressed by the genuine partnership approach on display. CARE International and Hogan Lovells worked to ensure the goals of both partners were given equal weighting. The organisations met quarterly, and demonstrated clear communication.

The partnership saw 40 per cent of Hogan Lovells' over 5,000 staff engaging, largely through two major fundraising events with key clients. Using Lendwithcare as an engagement tool meant Hogan Lovells staff could sit at their computers, read about people seeking loans for their businesses, and immediately invest. This allowed the firm's staff to connect with the beneficiaries of its fundraising, making the partnership work at a personal level.

CARE International and Hogan Lovells thoroughly deserved to win the award for Partnership with an International Charity, despite the competitiveness of the field.

The organisations took a genuine partnership approach to deliver impressive and impactful interventions to thousands of people worldwide. The win/win nature of the partnership is a credit to both organisations. Congratulations to the worthy winners.



*Regan Leahy of Hogan Lovells and Nancy Thomas of CARE International collect the award for Partnership with an International Charity, presented by British Heart Foundation chief executive Simon Gillespie*



## Partnership with a Children's Charity

### WINNER: The Fragrance Shop and Rays of Sunshine

The Fragrance Shop's support for Rays of Sunshine's work granting wishes for children with serious or life limiting illnesses saw the pair take away the award for Partnership of the Year with a Children's Charity.

Judges were looking for a partnership where the corporate has taken a lead in helping a charity achieve its aims.

Partners had to demonstrate a real long-term commitment to a project to be successful in this category, and Rays of Sunshine and The Fragrance Shop delivered.

Since 2003 Rays of Sunshine has been brightening the lives of seriously ill children. More than 3,500 wishes have been granted for sick kids aged between three and 18.

Rays of Sunshine's assistance for seriously ill children includes granting individual wishes, granting hospital ward wishes, and organising events and outings such as trips to Legoland

and a Rays of Sunshine Concert for large groups of children.

Corporate partners have played an invaluable role in enabling the charity to help so many people.

The partnership with The Fragrance Shop was recognised in particular for its strong focus on results.

The Fragrance Shop was founded in 1994 with a single store, and it is now a multichannel retailer employing more than 1,000 people across 170 stores nationally and a distribution facility in Manchester.

The London-based charity has worked closely with its corporate partner for the past four years successfully raising money and awareness.

The Fragrance Shop donates 5p from every transaction to Rays of Sunshine, and customers are invited to match the donation via Pennies. Well over £500,000 has been raised by the partnership so far.

As a result the partnership has sent 19 families to Disney World in Florida, and allowed 72 children and their families to meet global pop superstars One Direction.

The Fragrance Shop also sponsored Rays of Sunshine's 2014 Concert, and a wheelchair platform at the 2015 event.

But the partnership's value goes even further. Awareness is a valuable thing for charities, and the partnership's work has provided a significant boost to Rays of Sunshine's profile.

Coverage of the partnership spanned 12 national print pieces, 9 regional print pieces, and 14 online pieces for a total PR value of £977,784. For a charity with annual income of under £3.9m, this is a major contribution.

The partnership has also involved fulfilling wishes at fragrance launches, and fragrance making and smelling activity at Rays of Sunshine children's events and parties including hospital pamper days.

Rays of Sunshine CEO Jane Sharpe says The Fragrance Shop was the charity's first major corporate partner, and has contributed greatly to its growth.

"Their support and the support of their customers has not only funded wishes for 422 individual children, but also enabled us to touch the lives of thousands of other children and their families through the events that they have supported."

For a partnership that has demonstrated real commitment on both sides, and genuinely made the world a better place, congratulations to Rays of Sunshine and The Fragrance Shop.



Representatives of The Fragrance Shop and Rays of Sunshine collect the award for Partnership with a Children's Charity.



## Partnership with a National Charity

### WINNER: UBS and IntoUniversity



**D**irect and measurable impact saw UBS's partnership with IntoUniversity recognised in the Partnership with a National Charity category.

IntoUniversity, an award-winning charity in its own right, runs a multi-faceted programme that aims to provide under-privileged children with pathways into university.

The charity started as a one-site programme in 2002. Today IntoUniversity operates centres across London, Nottingham, Bristol, Oxford, Brighton, Leeds, and Southampton. Each centre has four full-time staff running the programme and between 60 and 80 volunteers working with the children. The charity's growth saw it reach around 21,000 children last year.

UBS has been a key partner of IntoUniversity since 2007. Since then, the financial services company has donated more than £750,000 and over 400 UBS employees have volunteered.

The pair's work overlaps in particular

in the London Borough of Hackney. For 25 years UBS has worked to tackle disadvantage in the community through providing funding and skills to support education and entrepreneurship.

IntoUniversity's shared goal, therefore, meant the charity and the corporate are a great fit and well placed to demonstrate the kind of genuine long-term commitment the judges were looking for.

UBS has supported IntoUniversity Hackney Wide, an expansion of the charity's work in Hackney, and provided support for centres in the Borough of Lambeth in the early years of the partnership. This support has helped the initiative develop from a neighbourhood service based in Hoxton to 'Hackney-wide' provision reaching 20 primary schools, secondary schools and colleges.

The eight-year partnership has also seen the pair work together to develop

programmes to support young people in new ways and increase the opportunities open to them. Initiatives include the Futures Fast Track programme which matches students aged 15-18 with a mentor from UBS. Volunteers support students in developing CVs, cover letter writing skills, and interview techniques.

The thoughtful design of the partnership also caught judges' eyes. UBS has formal structures in place for partner management, and the partnership is subject to biannual evaluations to analyse impact. The evaluations also provide an opportunity to discuss how the partnership could be improved.

There have been two partnership agreements since the parties started working together, each funding three years of activity at a time. This allows the charity to work and plan with a long-term view. UBS volunteer engagement is a crucial aspect of the partnership, and the partners work closely to plan and prepare for volunteer activities.

But the impact of the partnership ultimately swayed the judges. In 2014, 83 per cent of IntoUniversity Hackney school leavers progressed to university, compared to the national average of 37 per cent. IntoUniversity's student evaluation data for the 2014-15 academic year showed 80 per cent were more likely to go to university, 79 per cent reported improved confidence, and 77 per cent of students attending academic support reported improved school grades or exam results.

Congratulations to UBS and IntoUniversity, for an impactful partnership that is genuinely improving society.



*Sarah Craner of UBS collects the award for Partnership of the Year with a National Charity, presented by awards host Lucy Porter and Lisa Robinson of the Disasters Emergency Committee.*



## THE WINNERS



*Waste Management & Recycling Programme of the Year*  
**Greggs**



*Communications Award*  
**Everton in the Community**



*Built Environment Award*  
**The Crown Estate**



*Efficient Energy Use Award*  
**Aldi UK**



*Staff Education Award*  
**East of England Co-op**



*Carbon Reduction/Offset Programme of the Year*  
**Marks & Spencer**



*Innovation Award*  
**Nationwide Building Society and Macmillan Cancer Support**



*Partnership with an International Charity*  
**Hogan Lovells and CARE International**



## THE WINNERS



*Partnership with a National Charity*  
**UBS and IntoUniversity**



*Partnership with a Children's Charity*  
**The Fragrance Shop and Rays of Sunshine**



*National Commitment to the Community Award*  
**Land Securities Group**



*Commitment to the Local Community Award - sponsored by Ansva*  
**Berkeley Group**



*Asset Manager of the Year*  
**Rathbone Investment Management**



*Insurance Company of the Year*  
**Ecclesiastical Insurance**



*Bank of the Year*  
**Triodos Bank**



*Accountancy Company of the Year*  
**Sayer Vincent**



## THE WINNERS



*Consultancy of the Year*  
**Tarnside Consulting**



*Ethical Investment Fund of the Year*  
**Abundance Investment**



*Best Scheme to Encourage Staff Fundraising*  
**CBRE**



*Transparent Reporting of the Year*  
**PwC UK**



*Diversity Award*  
**Columbia Threadneedle**



*Ethical Business Award*  
**Ethical**



*Pro Bono Company of the Year*  
**Aimia**





## Asset Manager of the Year

### WINNER: Rathbones Investment Management

**Rathbones**  
Look forward

Rathbone Investment Management was the clear winner as Asset Manager of the Year at the second annual Better Society Awards.

Rathbones is one of the fastest-growing houses serving the charity sector, but its focus on understanding and delivering to its clients swayed the judges in this category.

The judges recognised Rathbones for its strong commitment to customer service, exemplified by the personal relationship each charity client has with the investment director of its portfolio. There are no relationship managers between the charities and the people investing on their behalf.

Clients receive an investment service tailored to their specific requirements, and given the range of organisations that Rathbones serves this requires significant flexibility.

Unlike some other investment managers, Rathbones offers the same level of service to all of its charity

clients. And the minimum level of investible assets required to become a Rathbones charity client is just £10,000.

Rathbones' offer includes the ethical considerations that are so important to many charities. Working with its ethical and sustainable investment arm Rathbones Greenbank, Rathbones can cater for a range of ethical requirements. In addition to screening out investments that clash with a client's principles, Rathbones Greenbank's innovative research process 'screens in' the best ethical investment opportunities.

And the firm goes above and beyond investment matters in the support it offers its clients, regularly providing trustee training.

Rathbones also offers broader events to clients and the wider charity sector, with the symposium as the centrepiece. As well as providing a priceless networking opportunity, the event gives attendees insight

into relevant topics and offers lively Q&A sessions and keynote speaker interviews.

Rathbones has also added to the sum of investment knowledge across the sector through the publication of its first *whitepaper*, *Income-only or total return investing?*, which aimed to help trustees understand their options. A second whitepaper to be published this year will focus on absolute vs relative return investing.

But Rathbones provides more than investment services to clients and the sector, displaying the genuine commitment to charities and the overall ethical approach the judges were looking for in this category.

Through memberships and involvement with sector bodies such as the Charity Finance Group, The Funders Network, NCVO, and ICAEW, Rathbones contributes to and learns from the discussions influencing behaviour and shaping opinions across the sector.

Rathbones has also done impactful work that contributes to improving society for all. The firm worked with the Home Office on the Modern Slavery Act which became law in May 2015, to ensure UK companies will report on slavery risks in their supply chains in a meaningful way.

The investment manager has also led on the environment, with Rathbones Greenbank tabling resolutions successfully calling for the leadership of fossil fuel companies to set out their plans for the transition to a low-carbon energy future.

A comprehensive service offering, alongside a genuine commitment to the charity sector and improving society made Rathbones a very deserving winner. Congratulations to Rathbones, Asset Manager of the Year.



*Rathbone Investment Management won Asset Manager of the Year. Rathbones head of business development, charities, James Brennan and senior marketing executive for charities Francesca Monti accepted the award.*

# Investment services for charities of every size

At Rathbones, we remain committed to offering a comprehensive investment service to charities of all shapes and sizes; 95% of our charity clients have £20 million or less under our management.

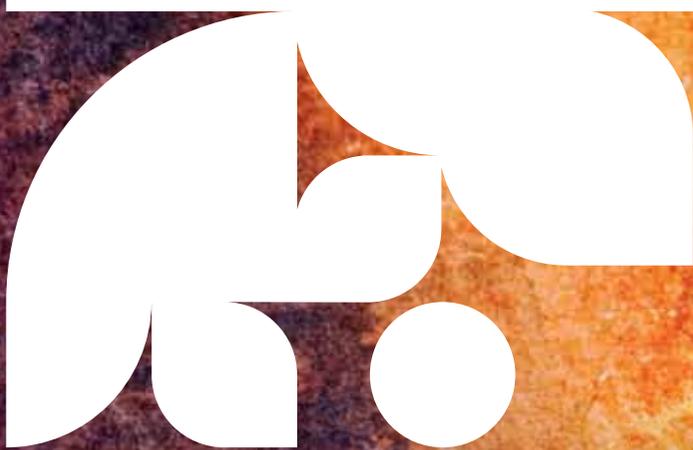
We are proud to manage £3.5 billion of charitable funds<sup>1</sup>, making Rathbones the UK's fourth largest charity fund manager<sup>2</sup>. My team and I would be delighted to meet you for an informal discussion about your charity's particular requirements.

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For further information, please contact [James Brennan](#) on [020 7965 7102](#) or email [james.brennan@rathbones.com](mailto:james.brennan@rathbones.com)

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1. As at 31 December 2015. 2. Charity Finance Charity Fund Manager annual survey November 2015.



Rathbones  
Look forward

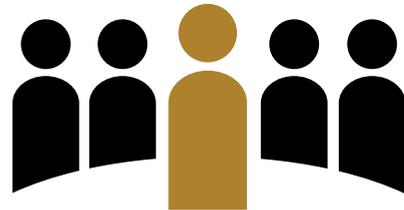
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 Rathbone Brothers Plc

The value of investments and income arising from them may fall as well as rise and you might get back less than you originally invested.

Rathbone Investment Management is authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority.

# SAVE THE DATE

Better Society  
— 2017 —  
AWARDS



**11 May 2017, London Marriot Hotel Grosvenor Square**

**Celebrating the efforts commercial organisations make to create a better society**



**Deadline for entries: 13 January 2017**



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