



LOWES

LOWES
FINANCIAL
MANAGEMENT
CHARITY COMMITTEE

Annual Report for Year Ended
31 December 2020

CHAIRPERSON INTRODUCTON

Lowes is in the fortunate position of being able to not only acknowledge its social responsibilities but also provide support to a wide range of charitable causes. This is achieved through allocating a percentage of annual profits, as well as other initiatives, including staff sponsored and supported events.

Our fundraising also comes in the form of contributions from third parties; this includes redirected product provider advertising 'fees' in Lowes research publications, product co-operation and distribution fees, that would otherwise be due to Lowes but where the investor is a Lowes client.

Every year, each member of the Lowes team nominates a preferred UK registered charity to receive a minimum donation. New clients to Lowes are also asked to nominate or select a charity to benefit. In 2020, the client welcome initiative has resulted in over £7,400 being donated across multiple causes.

With Covid-19 Pandemic substantially affecting how charities raise awareness and funding of their causes, Lowes made an active effect to support a variety of charities through the first lockdown via our Covid-19 donations. During this time, we donated £16,000 to a selection of charities which we felt needed urgent support. These included charities such as National Emergency Services, Daisy Chain Project, Family Gateway, FACT, Cash 4 Kids, Children North East, Tyneside Hospice at Home and Safe Families for Children.

The Committee meets to consider funding requests and to review member research on proposals. The Committee has the authority to determine the level of funding that each charity receives, where it is hoped that the funding will make a real difference to specific services or causes.

We are grateful that we can support many causes, but we appreciate that ours, is to a large extent, simply a 'cheque book charity' and that many committed individuals dedicate much of their free time and more, supporting charities close to their hearts.

In addition to embedding a culture of charitable giving within Lowes the Committee also seek to raise awareness of the many such unsung heroes who freely give their time and effort to help others less fortunate than themselves.



BELINDA MCFARLING
LOWES CHARITY COMMITTEE CHAIRPERSON



NOTABLE ACTIVITY

In addition to Lowes Covid-19 donations a small North East charity Legacare was brought to our attention. Legacare provides legal services to individuals within the local community who have become seriously ill. They advise on a range of legal issues including employment, matrimonial, guardianship, debt, housing, mortgage, wills, lasting powers of attorney and insurance. The Charity Committee particularly valued their values and aim of providing a charitable service to help remove burden of possible legal issues when someone becomes seriously ill. Over the course of 2020 we donated over £30,000 to help with their efforts.

Another significant piece of charitable giving was providing a donation to Blyth Valley Disabled Forum. The donation was to assist in purchasing a minibus to help provide services to people who are disadvantaged and disabled allowing them to gain access to activities in the wider community.

Lowes continued “12 days of Christmas Giving”, introduced in 2019 the initiative centres around donating to twelve worthy causes over a 12-day period. Both staff and committee members select charities which are close and important causes. Listed below are a selection of the charities which Lowes donated to as part of initiative.

- *Louis4* provide support to anyone affected by miscarriage, stillbirth and the death of a baby or child. The donation provided 68 memory boxes to hospitals across the UK, helping bereaved families create precious memories of their child.
- *NE Heart and Goal* place lifesaving defibrillators into public places such as

schools, colleges and sports clubs. Our donation contributed towards supplying 2 defibrillators in public locations across the North East.

- *Centrepont* provide housing and support for young people across the UK. Our donation sponsored 12 rooms in one of their housing centres for a year.
- *Tiny Lives:* a children’s charity based at Newcastle Royal Victoria Hospital which help provide support and equipment for their neonatal unit. Our donation helped provide 300 small cloth comforters, called Miniboos which give newborns a familiar, comforting scent to recognise their parents by and bond with them.
- *Sheltered Trust* and *Samaritans* are two charities which help people in need regarding housing or a safe place to talk through any problems. Our donation to both charities helped answer over 300 calls for help.

Another piece of charitable activity was Christmas Jumper Day Appeal, where Lowes Charity Committee encouraged staff to participate in supplying a photo of themselves and family members wearing a Christmas jumper. A donation was then made to The Chronicle Sunshine Fund on their behalf. The Chronicle Sunshine Fund are a local North East charity who provide equipment and facilities to disabled children.

Finally, throughout the course of 2020, the Lowes Charity Committee was in the fortunate position to provide over £100,000 of financial support to charities shown overleaf (UK Registered Charity Numbers also provided).

CHARITIES SUPPORTED IN 2020

- 4 Louis-1172212
- Alzheimers Society- 296645
- Anthony Nolan- 803716
- BBC Children in Need Appeal- 802052
- Blood Cancer UK- 216032
- Blue Cross- 224392
- Blyth Valley Disabled Forum- 1076926
- Born Free Foundation- 1070906
- Brainstrust- 1114634
- British Heart Foundation-225971
- Cancer Research UK- 1089464
- Cash 4 Kids- 1122062
- Centrepoint- 292411
- Children North East- 222041
- Childrens Foundation- 1000013
- Christian Blind Mission- 1058162
- Chronicle Sunshine Fund- 133293
- CHUF- 1160831
- Co.Durham & Darlington NHS Trust-1053467
- COPES- 1057266
- Cystic Fibrosis Trust- 79049
- Cystinosis Foundation UK- 1074885
- Daisy Chain Project- 1109792
- Dementia UK- 1039404
- Diabetes UK- 215199
- Downs Syndrome North East- 1096003
- Durham Wildlife Trust- 501038
- FACT- 1130258
- Family Gateway- 1144453
- Garden Organic- 298104
- Grace House- 518327
- Great North Air Ambulance- 1092204
- Guide Dogs UK- 209617
- Heel & Toe- 1125695
- Help for Heroes- 1120920
- If U Care Share- 1142001
- JDRF- 295716
- LAM Action- 1167610
- LD North East- 1054535
- LegaCare- 1140040
- LIVErNORTH- 1087226
- MacMillan Cancer Support- 261017
- Medecins Sans Frontieres- 1026588
- Melanoma-Me Foundation- 1183479
- Metro Blind Sport- 1158098
- MIND- 1140856
- MS Society- 1139257
- Multiple System Atrophy Trust- 1137652
- Myeloma UK- SC026116
- National Autistic Society- 269425
- National Emergencies Trust- 1182809
- NE Heart with Goals- 1158296
- Newcastle Dog & Cat Shelter- 220506
- Newcastle NHS Charity- 1057213
- Newcastle Women's Aid- 1139393
- North of England Children's Cancer Research-510339
- Northumberland Wildlife Trust- 221819
- NSPCC- 216401
- Ovarian Cancer Action- 1109743
- Peoples Kitchen- 1036149
- Plastic Oceans- 1139843
- Prostate Cancer UK- 1005541
- Royal Navy & Royal Marines Charity- 210760
- RSPCA- 219099
- Safe Families for Children- 8134971
- Safehaven for Donkeys- 1083468
- Samaritans- 219432
- Sara's Hope Foundation- 1123099
- SHAK- 1125159
- ShelterTrust- 263710
- Sightsavers- 207544
- Smile for Life- 1129935
- South West Herts Samaritans- 170559
- St Georges Crypt- 144474
- St Mary's Hospice- 503456
- St Oswald's Hospice- 503386
- Stannington First School- 1043698
- Street Pastors- 1127204
- Teenage Cancer Trust- 1062559
- The Chronicle Sunshine Fund- 1133293
- The Dystonia Society- 1062595
- The Face Charity Foundation- 800331
- The Toby Henderson Trust- 1149952
- Tiny Lives- 1150178
- Tynedale Hospice at Home- 1034170
- UCL Development Fund- X6243
- Walk the Walk Worldwide- SC201169
- Washington Riding Centre- 1155770
- Y care International- 1109789
- Wecan – 1125037