

Sustainability continued

Strategic Pillar – People

Communities

An employee-led activation of our Community Impact Strategy.

Over 46% of UK colleagues engaged in community-focused activities through volunteering and fundraising.

Charity partners

In 2023, we worked closely with two key charities, leveraging our strong relationships to align our colleague and community plans to amplify our impact for two key themes: youth wellbeing and homelessness.

Depaul, our Corporate Charity partner, helps young people live fulfilling, independent lives away from the dangers of homelessness.

Demelza, our longer-term charity partner, supported in part by our dedicated Demelza Children's Savings Account, provides end-of-life care to children and support for their families.

OSB India

OSB India operates to India's mandated requirements in terms of Corporate Social Responsibility.

Whilst the legislation requires companies to spend 2% of their net profit on social development, OSB India has doubled that and delivered support to vulnerable people and causes in their local communities in 2023.

Our OSB India teams have helped provide education to orphanages and government schools, and healthcare equipment to hospitals in economically disadvantaged communities.

Sponsorship

We use sponsorship, delivered through our Kent Reliance and Charter Savings Bank brands, to connect with local communities, and support those who are underserved, underprivileged and overlooked in society.

We think of these sponsorships as partnerships where we work together to bring the most value to our communities, our colleagues who volunteer their time, and to our customers, who recognise the value in saving or borrowing with an ethical company.

Depaul benefitted by:

£82,985

Demelza benefitted by:

£74,628

Total benefit to all charities/organisations:

over £288k

2022: over £220k



Depaul Nightstop Step Challenge

To officially kick off our partnership with Depaul, we announced the launch of our Nightstop Step Challenge.

Depaul's core mission is to end homelessness; they do this by providing a variety of important services to young people who are experiencing homelessness, or at risk of becoming homeless. One such service is Nightstop.

With over 30 locations across the UK, Nightstop volunteers open their homes to young homeless people facing a night on the street or sleeping in an unsafe space.

It is a unique project that relies on community hosts to provide safe, welcoming places for young people in crisis.

We called on colleagues to join us on a virtual walking tour across the UK.

Starting in Ynys Mon, and ending in Aberdeen, we went on a 1,300 mile journey of discovery, via key Nightstop locations.

Over four weeks, 61 teams competed to see who could take the most steps and reach the furthest Nightstop. By the end, over 76 million steps had been taken equating to 37,977 miles walked.

And importantly, over £4,000 (including our fund-matching donation) was raised by our teams and donated to help Depaul continue their important work.



The Nightstop Step Challenge has been a hugely successful initiative that has benefited both our employees and charity partner, Depaul UK. I thoroughly enjoyed seeing the progress updates and acts of team engagement (and competitiveness) throughout the challenge all of which raised a significant sum of money.

Neil Richardson,
Chief Sustainability Officer

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Volunteering

In 2023, we doubled the amount of volunteering hours available to our employees, which was utilised by a large section of the Group.

Good Causes Fund

Our Good Causes Fund welcomes applications from our employees for a charity, a cause, or local community initiative to receive a donation of up to £500.

Match funding

We match all money raised by our employees on a pound for pound basis (up to a maximum of £1,000) for events that support Depaul, our corporate charity partner, and match up to £250 per event per individual that raises funds for other UK charities and good causes.

Total Volunteer Hours:

4,998

129% increase on 2022

Good Causes Fund payout:

£40,250

target exceeded by 70%

Total match funding:

£41,079



Cycling duo raise £10,000 for Demelza Children's Hospice

To show their support and raise valuable funds for the Demelza Children's Hospice, two of our colleagues completed a gruelling 3 day, 183 mile challenge of cycling from the Eiffel Tower in Paris to the Demelza hospice in Sittingbourne, Kent.

The pair raised over £6,000 by the time they arrived in Kent which, with Demelza being a key partner, the Group topped up to reach their £10,000 target.

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OSB does so much for Demelza, we are incredibly lucky to have their support. The staff get involved at all levels – volunteering to help at events, getting us tickets for days out for Demelza families and so much more.

Jon and Christina have taken on this epic challenge to raise money for us and we could not be more grateful. We cherish the relationship that we have with OSB and their staff.

Louise Earl, Corporate Partnerships Account Manager at Demelza

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Having spent time helping at the hospice in Sittingbourne and seeing the amazing work the Demelza team do, I was keen to do more to help, and my experience there helped me throughout the cycling challenge! The support has been amazing and updates on donations really helped us push on.

Christina Fasoli,
Canterbury Branch Manager

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This has been a huge challenge for us both and crossing the finishing line along with the other cyclists was really moving. Powered by a great deal of adrenaline, news of the donations coming in and some extra help from energy gels, we've completed 183 miles for this amazing charity who do wonderful work across the southeast of England. Thanks to everyone who has donated and supported us on this journey!

Jon Hall, Group Managing Director, Mortgages & Savings