



Communities

We care strongly about giving something back to our communities and helping them prosper.

We are proud that to embrace our Stewardship Value by actively supporting our charity partners and local good causes through fundraisers, fund-matching and volunteering.

How we gave back to our communities

The total amount that the Group and our colleagues donated to charity in 2021 was £394,848, through Group donations, employee fundraising, fund-matching, good causes fund applications and Pennies from Heaven.

Once restrictions in the UK lifted, teams were encouraged to use their volunteering day to make a difference and reconnect with their team and plan a charity activities together. In 2021, 72 volunteering days were logged across the Group.

As well as monetary donations, teams across the UK also organised gifts and support packages to our charity partners and other good causes, including bedding to Haven Refuge, gifts to Demelza Hospice (jointly with XL@Football), treats and goodies for the animals at Happy Pants Ranch, gifts for children at Medway Hospital, support care packages to homeless charities local to our branches – and many more!

Our charity partners

UK charity partner – Campaign Against Living Miserably (CALM)

CALM was chosen as our first Group charity partner. CALM raise awareness of mental health issues to create social change, encouraging people to talk about mental health and to seek help when they need it. They are also a leading movement against suicide.

Maria Kuzak, Senior Philanthropy Manager, CALM, said:

“Following the generous support of OSB Group in 2021, we’d like to thank each of you for your continued support. Your donations have enabled us to have extra people on the phones and live chat. Demand for our services have increased 46% since the pandemic. In 2021, we had over 157,000 conversations with people who were struggling – that’s over one million minutes. As a result of our conversations, we directly prevented 367 suicides last year, and we simply couldn’t have done this without your help – you’ve literally saved lives.”

Local UK charity partners

- The Haven, Wolverhampton

The Haven Wolverhampton supports women and dependent children who are vulnerable to domestic violence, homelessness and abuse, providing them with practical and emotional support.

Jade Secker, Fundraising Manager, The Haven, said:

“We’re completely overwhelmed by the support and donations we’ve received from OSB Group throughout 2021. You’ve not only made a difference in 2021, your donations will continue to make a life changing difference into 2022, as it will enable us to keep vital services such as our helpline and court support services going. This is so important and it’s only possible thanks to people like you all at OSB Group and your ongoing care for those at The Haven; thank you so much.”

- Fareham/Fleet: The Shooting Star Hospice

The hospice supports families living in London and Surrey who are dealing with life-limiting conditions, providing care for the families and offering a bespoke service to suit their needs.

Anne Carey, Head of Corporate Engagement, Shooting Star Hospice, said:

“We’re absolutely delighted that OSB Group will continue to support us in 2022 as we’re thrilled with the support, donations and volunteering that we’ve received in 2021. The financial donations have meant we can pay for additional pre-bereavement support for a family, provide essential guidance on pain management, family and sibling support, and anticipatory grief.

The generosity of organisations like OSB Group allows us to provide vital support for families with children with life-limiting conditions, when they need us the most.”

- Kent: Demelza Hospice Care for Children (supported by Kent Reliance through our Children’s Savings Accounts)

Demelza provides clinical care, therapies, specialised activities and practical support across Kent, South East London and East Sussex.

Lavinia Jarrett, Acting Chief Executive, Demelza Hospice Care for Children, said:

“Kent Reliance has supported Demelza since we opened in 1998 and we’ve enjoyed working together on a number of fundraising activities. We’re always so grateful for financial donations, which have helped us to provide hundreds of additional care hours, but we love how many of you choose to give up your time to volunteer with us too. We also really welcome the additional partnership with XL@Football Academy that together with Kent Reliance will help support our fundraising goals in 2022. So we’d like to thank everyone who has contributed in some way as it makes such a difference to us.”

- Kent: The Happy Pants Ranch

The ranch is a safe haven for over 100 unwanted and abandoned animals, but the Ranch rescued and re-homed well over 200 animals.

Amey ***, Owner

“I can’t tell you what a huge help and support you’ve been throughout our partnership so far. Your donations have





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Jade Secker
Fundraising Manager, The Haven

helped us put up critical perimeter fencing to help keep our animals safe, and provided much needed additional hay and food to support us through the winter months. We’ve also enjoyed having people come volunteer with us as the animals love to make new friends. I’m so pleased that we’ll be your local charity partner into next year too, I hope that means we’ll get to meet more of you for some volunteering, or just because you’d like to pop down to see the animals – you’re all welcome.”

Our community partnership in action: UK

Coventry Rugby Club

- Rugby and Reading – a 2018 study by the National Literacy Trust found that one in eight disadvantaged children do not own a book of their own. This initiative inspires children to pick up a book and stay healthy through one-to-one reading sessions with players and coaches, followed by a fun sporting activity such as tag-rugby.
- Rugby in Schools – community coaches visit schools and deliver rugby sessions adapted for all ages and abilities, with a particular focus on children with learning and physical disabilities.
- Matchday Experience – 40 disadvantaged children are invited to a Championship rugby match where they meet their elite sporting heroes, receive a free rugby shirt and form the Guard of Honour as the players enter the pitch.
- Junior Club Night – first team players and coaches visit grassroots rugby clubs and provide their expertise by coaching the youngest players and delivering help and assistance to the local grassroots coaches.

- Project:500 – community coaches provide fun multi-sport training camps during school holidays for disadvantaged children, and provide nutritional meals each day of the camp.

Wolverhampton Rugby Club

The Group has a long-standing relationship with Wolverhampton Rugby, a community-based, grassroots club serving both male and female teams from the age of six upwards. Our partnership has meant people of all ages are able to come together, share talents, learn new skills and in turn, strengthen community bonds.

Our sponsorship pays for running of the grassroots club, enabling it to be remain a hub of the local community.

XL@Football Academy, Kent

Our newest partnership which was established in 2021, is a female football academy with the mission to develop young female footballers and provide a pathway into the professional game, delivering the same level of training, coaching and support as male teams receive.

We are proud to be their official club sponsor, sponsoring five teams in total.

We have gifted the logo placement to Demelza Hospice Care for Children, our local charity partner, to create a three-way partnership to help raise awareness and fundraising opportunities.

India

SOS Children’s Village, Bangalore

SOS Children’s Village provide support for the holistic development of orphans, women and children in vulnerable families.

We provide funding to support education, food, clothing and housing for 20 orphans as well as funding for an additional 12 children in Hyderabad hospital, orphaned due to COVID-19.

HBS Hospital, Bangalore

HBS Hospital is a non-profit hospital which provides critical healthcare to members of society who are not able to afford the care they need.

The Group provides dialysis sessions to 40 individuals who live below the poverty line. We also donated two dialysis machines which can provide over 11,000 dialysis sessions over a period of five years.

Kolar Gold Field Hospital, Kolar

New for 2021, OSB India is now also supporting the Kolar Gold Field Civil Hospital. This hospital closed down two decades ago following the closures of mines in the area, but has now been transformed into a COVID-19 care centre, with four rooms being used for Intensive Care Unit facilities.

The Group has been helping to set up a high dependency paediatric ward with equipment.

