



# FUNDING IN A CHANGING LANDSCAPE: ANNUAL REVIEW 2010

THE INTERNATIONAL STANDARD FOR MEASURING CORPORATE COMMUNITY INVESTMENT

[www.lbg-online.net](http://www.lbg-online.net)

£1.4 BILLION CONTRIBUTED TO  
COMMUNITY PROJECTS 350,000  
EMPLOYEES ENGAGED 2.9  
MILLION EMPLOYEE HOURS  
VOLUNTEERED 110 MILLION  
INDIVIDUAL BENEFICIARIES  
46,000 ORGANISATIONS  
SUPPORTED 420,000 TREES  
PLANTED £405 CONTRIBUTED  
PER EMPLOYEE £1.4 BILLION  
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# Hello from the Steering Group

## » WELCOME

### THE LBG STEERING GROUP

Welcome to the 2010 annual review. It gives us great pleasure to dispel the myth that corporate contributions have taken a hit in the current economic climate: headline figures show an increase in the level of contribution both as a percentage of pre-tax profit and as an average per employee, with most members reporting an increase in contributions over the previous year (see LBG's Vital Statistics p4-5). The majority of contributions continue to be targeted at longer-term community investment over short-term charitable giving. Overall, a very positive endorsement of the valuable contribution corporate community investment is making to our UK and international communities during these austere times.

The number of employees volunteering in work time has also risen by 30,000 on the previous year. Improved impact assessment from members shows that as well as adding value to the community, this has helped to improve job related skills, personal effectiveness and change behaviour and attitude.

Once again more than half the members submitting returns were able to provide more detailed impact assessment showing that they had reached 46,000 organisations and supported around 110 million beneficiaries. It's interesting that the most widely reported benefit from the organisations we support is the ability to provide new services. Is this an area where we may see a future change as cuts in state funding lead to a greater need for private funding to sustain existing services?

As a membership organisation, a lot of work has been undertaken to keep up with developments in key indices such as DJSI

and GRI, ensuring that the LBG model is embedded. Similarly, members have been kept up to date on the growing interest in SROI and payment by results through new social investment vehicles.

No doubt the significant shift in Government ideology coupled with robust benchmarking data will keep us all on our toes as community investors to ensure that we continue to add value in the most effective way to the communities that we support.

Should you have any ideas or questions about any aspect of LBG, please don't hesitate to contact a member of the Steering Group, namely:

**Pam Webb (Chair), Zurich Community Trust**  
**Shelley Aggarwal, KPMG**  
**Kevan Baker, Aviva**  
**Sarah Dyson, Reed Elsevier**  
**Rose Gardner, npower**  
**Matt Sparkes, Linklaters**  
**Mark Thain, Barclays**

## LBG IN THE WIDER CONTEXT

### LBG AND SOCIAL RETURN ON INVESTMENT

Over the past 12 months LBG members have shown increasing interest in social return on investment (SROI). SROI is a measurement process that helps funders and programme managers to assign a monetary value to the positive social impact created by their projects. The concept was originated in the US by a social enterprise called The Roberts Enterprise Development Fund.

The SROI process is broadly similar to LBG and adopts the same inputs-outputs-impact approach, although, of course with that additional aspect of coming to a financial value to sum up a project's achievements.

SROI evaluation can be time consuming and the process is easier to use on projects with impacts that can be easily turned into a monetary value (e.g. employment schemes which can show the financial value of social security payments saved, wages received and taxes paid).

Nonetheless, the principles and the discipline of SROI can lend significant benefit to any evaluation process. Of particular value is its emphasis on the importance of engaging with key project stakeholders to understand the project's impact from their perspective.

The SROI process also provides helpful direction in accounting for attribution (claiming only those achievements that are a result of your support) and deadweight (what would have happened anyway).

Understanding stakeholders' perspectives on the difference your programme has made, and claiming credit only for directly attributable impacts, are good practices no matter how you plan to measure the impact of projects you have created.

### LBG AND THE MILLENNIUM DEVELOPMENT GOALS

With only five years left to the deadline of achieving the Millennium Development Goals, the role of businesses in advancing the MDGs has become crucial. Set in 2000 and signed by all 192 UN member-states, the eight MDGs, which break down into 21 quantifiable targets, focus on addressing extreme poverty, hunger, disease, illiteracy, environmental degradation, and discrimination against women.

Though it was agreed at the UN summit in September that some progress had been made over the past 10 years, the 2015 deadline is looming and promises of a sustainable future cannot be kept without the active involvement of businesses.

In providing a comprehensive and

consistent set of measures to assess corporate community involvement, the LBG model can help members measure in a meaningful way the impacts of their local community programmes, providing a framework for companies to demonstrate their contribution to the MDGs.

Members are already making the link. **Unilever**, for example, reports its contribution to each of the eight MDGs on its website, providing links to examples of initiatives it undertakes relevant to each one. Also, a recent report by the UK Department for Business Innovation and Skills and the Global Compact UK Network; *The Impact of UK Companies on the Millennium Development Goals* highlights how the activities of several LBG members contribute to specific MDGs. Members featured include **Accenture, Aviva, National Grid, Pearson, Reed Elsevier, SABMiller** and **Shell**.

If, as Ted Turner, Founder and Chairman of the UN Foundation, says: the MDGs are "the world's priority 'to-do' list", then, by measuring and assessing the impacts of their community projects, LBG members can take the lead in demonstrating how business is helping to tackle the list and advance the MDGs.

# The big picture: LBG & the big society

## COMMENT

MIKE TUFFREY, CORPORATE CITIZENSHIP



Another set of good results and further evidence of how, as a group, we are really tackling the issue of impact.

But what about the future? What state will we be in by this time next year?

In the UK, the buzz is all about 'the big society' – with its fresh focus on the local and on encouraging citizen engagement. Overshadowing all, however, is the big grey cloud of reduced state funding, compared to the debt-based levels we've grown used to over the last decade.

Outside the UK the political dynamic may be different but the themes are remarkably similar: economically difficult times, limits to government largesse, entrenched social and environmental challenges that need urgent action, and a continuing debate about who does what best – public, private or third sector?

### Spirit of the age

At the risk of showing my age, the spirit of these times feels remarkably reminiscent to those when LBG first got going in the mid 1990s. The then Conservative government under John Major launched its 'Make a Difference' initiative to encourage volunteering in local communities. Remember the Citizen Charter – the big idea of the day – prematurely reduced to ridicule thanks to the infamous cones hot-line? Future funding of the voluntary sector was much in mind too, with worries that the newly-launched National Lottery would divert donations.

Today the issues facing companies also feel similar to the ones we then faced: the importance of being clear about what needs to be done and why; what are the outcomes we want for the company and the community; and how can we move from a donations mentality to strategic investments?

That's why, 15 years on, LBG remains such a positive force for good management, and so important for the times we face – using benchmark data to preserve and enhance budgets; focusing on outputs and impacts; spreading good practice around

our companies world-wide; and working with partners to craft successful outcomes.

### More from less

I was going to highlight one difference between then and now: summed up in that cliché "getting more from less". With reductions in the (state-borrowed) funds that many charities have come to depend on, demands for companies to fill the gap are bound to grow. However with big increases in corporate donation budgets unlikely, the need to find new ways to make the available resources go further becomes more urgent. So is it time to look seriously at the social enterprise model, with companies offering loans and capital on which charities can earn a return, rather than straight donations?

And then I remembered that the pioneer in the loans field – the NatWest Local Investment Fund – was launched in, yes, 1995.

So it's back to the future with LBG, 15 years on.... and do invest your resources wisely, till we meet again next year.

Mike is a founding director of Corporate Citizenship

## OUTREACH TO DJSI, GRI AND BITC

### How does LBG fit?

Two commonly asked questions are: how does LBG relate to other corporate responsibility indices and frameworks; and how does it help members do well in completing them? LBG members charged Corporate Citizenship to work with some of these other indices to ensure alignment wherever possible. In 2010 the way in which LBG can help members make their submissions to the Dow Jones Sustainability Index (DJSI) took a great leap forward, so it is an opportune moment to provide you with an overview of how LBG currently sits in relation to DJSI along with three of the most commonly used indices and protocols: BITC's CR Index and its Community Mark, and the Global Reporting Initiative (GRI).

### DJSI

The Dow Jones Sustainability Indexes (DJSI) are the first global indexes tracking the financial performance of the leading sustainability-driven companies worldwide. A major development for LBG this year has been to work with the DJSI ratings agency, SAM, to increase alignment between the

DJSI criteria on corporate citizenship and LBG measurement principles.

As a result, SAM announced that the DJSI assessment section on corporate community investment "has been reworked to be more aligned with the London Benchmarking Group", so now asks companies to split contributions between cash, time and in-kind as well as incorporating the LBG categories of motivation. The DJSI criteria also incorporate questions on programme-wide results which chime well with LBG's approach to whole-programme indicators. This development is a great step forward in ensuring alignment between us both.

### BITC

LBG has a long association with BITC, and is recognised by BITC as the 'guru' when it comes to CCI measurement. The Corporate Responsibility index, developed eight years ago, has based its questions on measurement of inputs, outputs and impacts squarely on the LBG model.

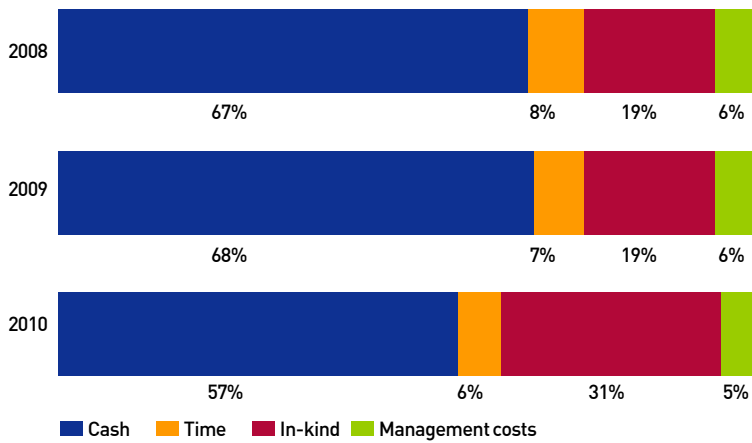
In 2007 BITC launched the CommunityMark, to "provide companies

with new standards and forms of recognition for the next generation of developments in [CCI]" As part of the advisory group that helped develop the CommunityMark, LBG has been involved from the get-go. The CommunityMark is based on five principles, one of which is to "Measure and evaluate the difference that your investment has in the community and on your business. Strive for continual improvement". It is with regard to this principle that LBG and BITC have worked to align both models, to ensure the work you do applying LBG can feed directly into BITC.

### GRI

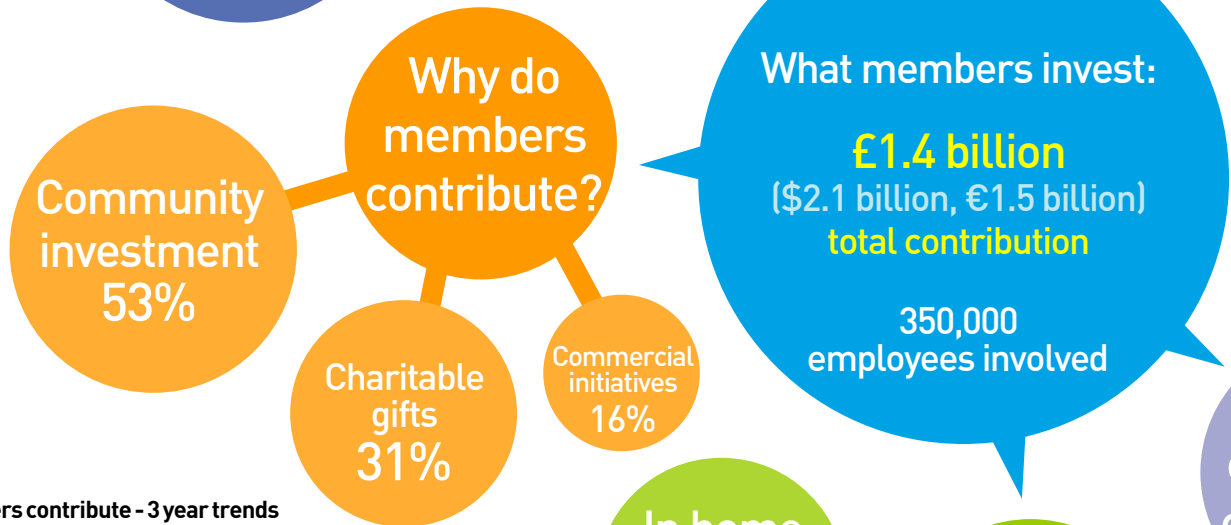
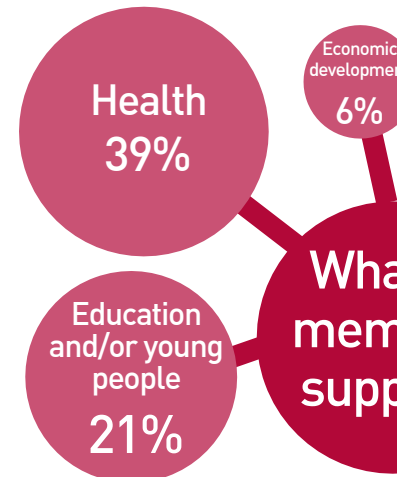
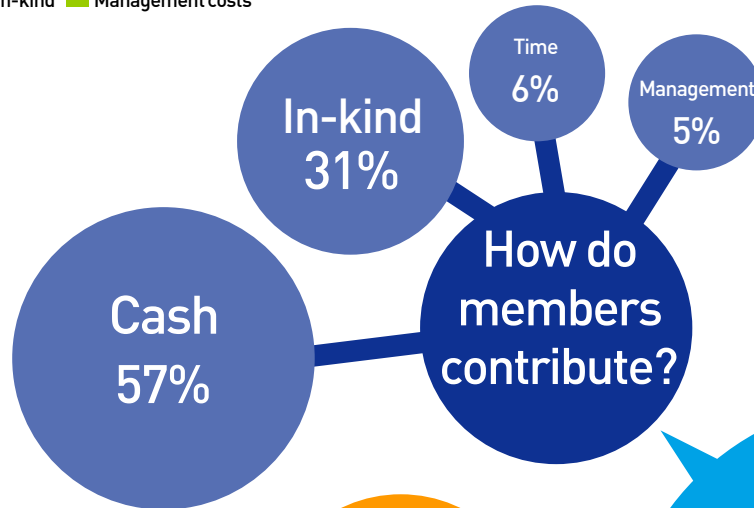
GRI is a framework that provides companies with a set of principles and indicators on which to base their CSR reporting. The LBG input number is a key element of the GRI's main economic indicator (EC1) and LBG data is relevant to other indicators under the economic, social and labour practices headings. The GRI approach and reporting principles are consistent with the LBG methodology, which has been endorsed in GRI sector supplements.

## 1. How members contribute - 3 year trends

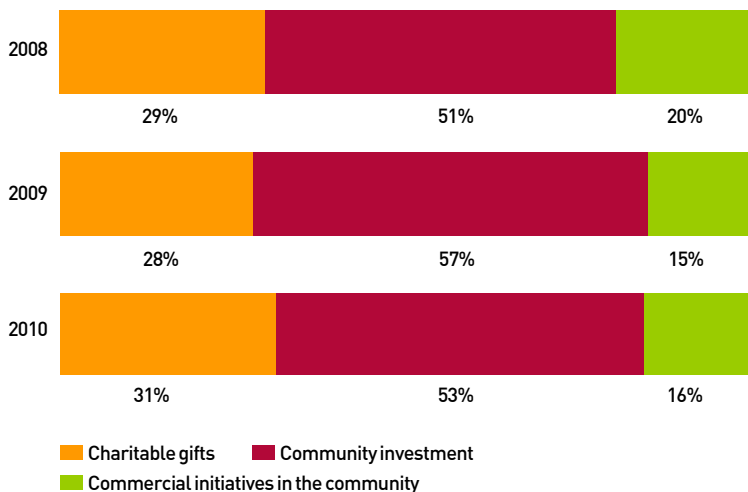


The big picture for 2010 is that in spite of difficult global economic circumstances the overall trend is for LBG members to report higher contributions than in 2009. Across the Group, members made contributions totalling almost £1.4 billion (\$2.1 billion, €1.5 billion). We look behind the increase in more detail on page 6, but the headline numbers and the underlying trends are both looking positive.

This year sees a distinct pattern of contribution representation by the means that, overall, the contributions and the related contributions have significantly on last year. We look at the implications and developments for the



## 3. Why members contribute - 3 year trends

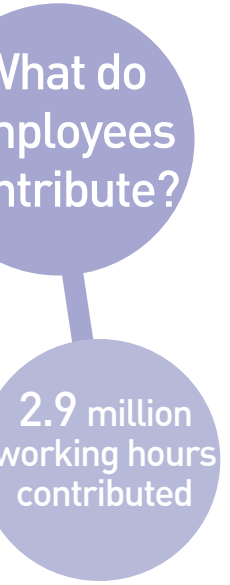
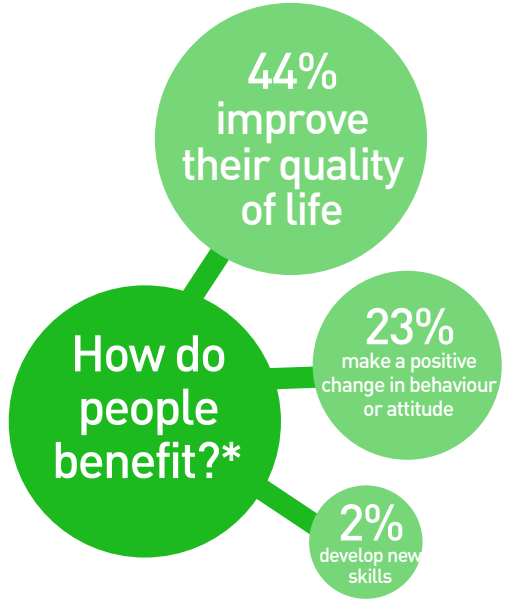
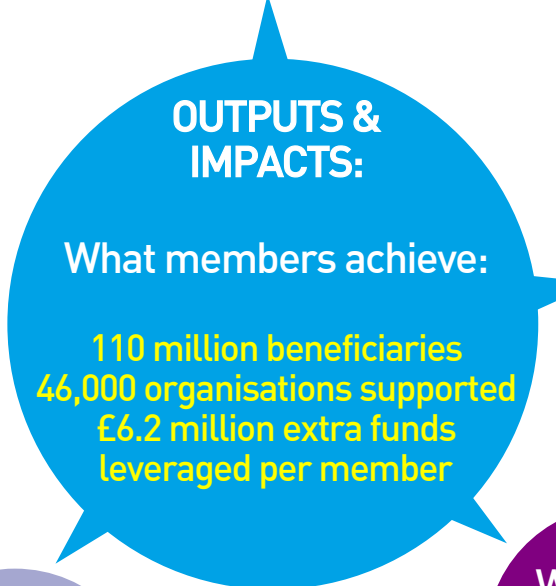
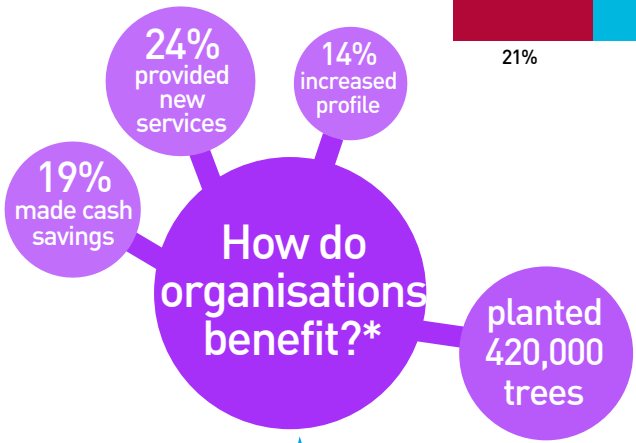
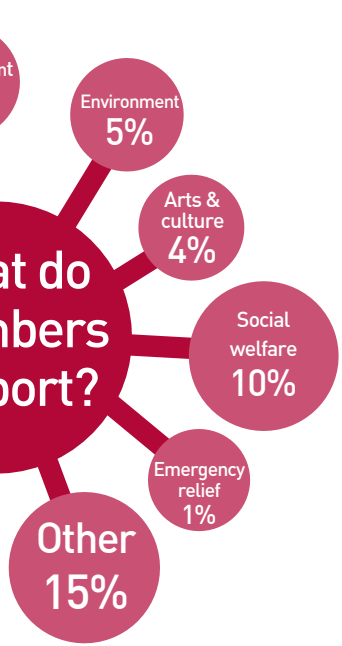
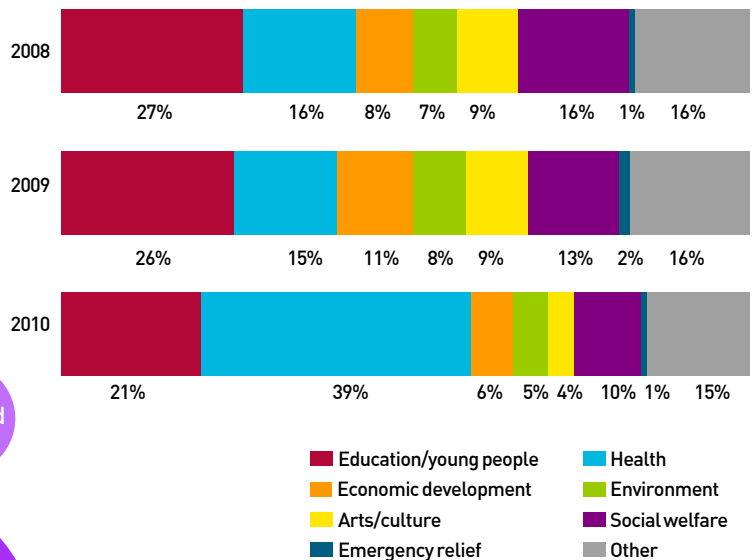


# STATISTICS 2010

distinct change in the pharmaceutical sector. The proportion of health-related activities have both increased significantly. Also on page 6, we look at some of the results that members are assessing for the community and for the business.

As well as higher contributions overall, we continue to get a better picture of what these outputs and impacts framework and so enable us to set the achievements of the group alongside its investment. On page 7 we look at some of the results that members are assessing for the community and for the business.

## 2. What members support - 3 year trends



\* **Notes on data:** not all members were able to provide a programme-wide breakdown of the types of results achieved. The percentages expressed have been calculated based on the results for those members able to report. Some beneficiaries can experience more than one benefit whereas the results for others are not recorded so percentages for outputs and impacts will not always total to 100%.

# What is the data telling us?

## » INPUTS

JON LLOYD, CORPORATE CITIZENSHIP

### TOTAL CONTRIBUTIONS

Perhaps even more than last, the results of this year's data returns will have been awaited with some trepidation. While there was no immediate sign then of members' contributions dropping off a cliff we wondered whether, like other areas of the economy, the full effects of the recession had yet to be felt.

Well, for now at least, most of us can breathe a small sigh of relief. While it's true that a minority of members have had to contend with substantial cuts in budgets and resources, most reported an increase in contributions, meaning that headline numbers as well as the underlying trends from the data are largely very encouraging.

Firstly a record number of members (94) submitted returns this year. Let's push to break the 100 barrier next time! This base of information means our dataset becomes more robust each year. Most crucially however, it also means that against all our core measures, performance is either better than, or in line with, last year.

Overall, members made contributions totalling almost €1.4 billion (\$2.1 billion, €1.5 billion) in the 2009/10 reporting period, which is a pretty staggering sum. It represents an increase of more than 17% on 2009.

As can be seen in charts 4 and 5 below, the increase has had a significant impact on how the group as a whole is performing. Contributions as a percent of pre-tax profit have broken the 1% mark for the first time since 2006 and contributions per employee have risen to €405 (\$632, €455).

However, it's worth pausing to look behind these numbers a little. There have been changes in the make-up of members this year, such as in the pharmaceutical

sector where we now have three major companies reporting substantial contributions. So we have looked at like-for-like trends among members that reported both last year and this, to see if the trend is still positive. We're pleased to say that it is.

The headline like-for-like trends show total contributions increasing by a more modest 4%. Contributions as a percentage of pre-tax profit have increased more significantly, to 1.24%, although largely because members report lower profit figures. Contributions per employee are €345. So, overall we should be encouraged that contribution levels remain consistent.

### SECTOR SHIFTS

The growth in the pharmaceutical sector has also impacted the overall shape of contributions. The proportion of in-kind contributions (chart 1, p4) has increased significantly from 19% to 31% and the proportion of health-related contributions (chart 2, p5) has swelled to 39%. Looking again at like-for-like data, there is much less of a shift; in-kind contributions are up slightly to 23% and health-related contributions stay at 15%.

This illustrates why, while group-wide information is helpful in showing us the broad direction of contributions, some of the most useful comparisons will be made by using the online benchmarking tools and other resources to learn from sector and individual company performance. The relative usefulness of different measures can vary depending on the type of company, so by drilling down into your sector or among your peers you can really understand how your own programme stands in relation to others.

In terms of contributions per employee, for example, the retail sector has one of the lowest overall averages. However, when expressed in terms of percentage of pre-tax profit it has one of the highest.

### SCOPE AND SCALE

The scope of operations reported by members varies considerably, and so, therefore, does the scale of contributions. Some are UK-only companies, some are UK operations of international companies, some operate in a limited number of international locations and some are major global corporations. For members reporting internationally (about half of total reporting members) the average contribution is €25.5 million. For members reporting on UK operations (including 29 international reporters who also provided a UK dataset), the average contribution is €5.9 million.

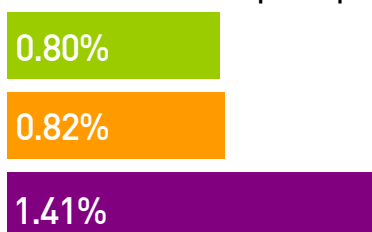
There are some interesting international differences. One is that the value of employee volunteering represents 10% of reported contributions for UK operations, but just 5% for international reporters. Another is that commercial initiatives in the community account for over 27% of contributions in the UK, but less than 13% internationally. Such differences prompt the question as to whether these types of activity are more widespread in the UK, or is it that, with the challenges of international data collection, they are simply under-reported elsewhere? From what members say, the answer is likely to be a bit of both.

### EMPLOYEE INVOLVEMENT

This year we have probably done more than any other to make the case for employee volunteering (see p7).

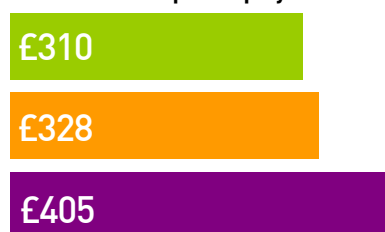
Overall, members are reporting that more employees have been actively engaged in community activity during paid working time (up by 10% to 350,000) although, interestingly, the total hours contributed has remained fairly static at about 2.9 million.

#### 4. Contributions as a % of pre-tax profit

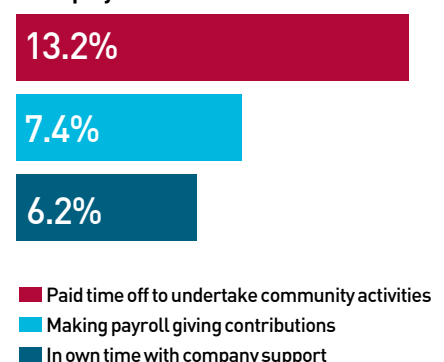


2008  
2009  
2010

#### 5. Contributions per employee



#### 6. Employee involvement 2010



## » RESULTS

TARA JAMES, CORPORATE CITIZENSHIP

### MAKING PROGRESS

Our understanding of the contributions that members make continues to grow, but what about the results? What difference are these contributions making? What does "impact" look like on the ground?

Considering how recently it was developed, it's encouraging that more than half of members are applying the impacts framework to assess combined results across different community activities. It is early days and most members are quite rightly focusing on 'getting it right' with a few key projects before launching into programme-wide assessment.

However, the combined results of even this limited approach are impressive with topline numbers, as laid out on pages 4 & 5, showing 110 million people reached, 46,000 organisations benefiting from corporate support, and so on.

But, to put it bluntly, so what? It's great to say that 110 million people have benefited, but that prompts the question as to how have they benefited? What difference has a member's support made to the people, or the organisations or the employees concerned? Again, members are making great progress. At a macro level, for example, almost a quarter of beneficiaries are making positive behavioural changes while almost half experience a direct impact on their quality of life.

We also know more at a micro level thanks to the increasing quantity, and quality, of members' project case-studies. By going behind the numbers, these tell the real story of the efforts undertaken.

73 project case-studies were reported this year, which provide an excellent opportunity for members to learn from each other in developing effective programmes and highlighting best practice in gathering and assessing data. (look for an LBG Best Practice Guide coming your way in the near future). So what do they tell us about the differences members make?

In summary they show that members are continuing to extend the levels of their involvement with charity partners, with a specific drive and focus on helping people help themselves. Individuals, and indeed charity partners, are being given the tools, knowledge and confidence to make self-sustaining change. Members are playing a key role in motivating and inspiring people to broaden their views - of both the world outside and of their own potential.

### IMPACTS ON PEOPLE

Across the case studies, members estimate to have reached more than 24 million people. The information shows how these people are benefiting across the three core areas of the impact framework: behaviour change; skills and personal development; and quality of life.

#### Skills and personal development

32 case-studies record how members have helped people to learn new, or improve existing, skills to enable them to develop academically, in the work place and/or socially. **Home Retail Group's** support for the British Heart Foundation's Young Hearty Voices programme, for example, has improved the confidence and personal effectiveness of 50 young people with heart disease so they can better manage their condition and its treatment. Meanwhile **Pearson's** partnership with Booktrust and the Department for Education tackles literacy issues, supporting parents and carers to develop children's reading skills from an early age. It provided targeted resources to more than 750,000 children in 2009.

#### Behaviour change

30 case-studies demonstrate how members' activities help people to make a positive, measurable change in their behaviour or attitude. **npower's** Climate Cops is an example, which has encouraged almost 20,000 children to become more energy efficient at home and at school. Alternatively, **Deutsche Bank's** support for IntoUniversity has worked with more than 600 young people from deprived areas in London to challenge misconceptions of, and raise aspirations regarding, university.

#### Quality of Life

33 projects identified benefits that directly help to increase the degree of well-being felt by an individual or group of people. **HSBC's** Climate Partnership, for example, has brought cleaner, more secure water supplies to, and therefore directly impacted the quality of life of, several millions of people.

### IMPACTS ON ORGANISATIONS

Effective community partnerships are not just about donating cash or raising funds (though both of these, of course, have their place), it can also mean looking into the organisation's structure and rattling it around a little: identifying governance issues, sharpening strategies and upskilling staff to better enable them to fulfil identified aims. Good examples of how members have

helped to build the capacity of partner organisations are reported by **KPMG** and **Nestlé UK**. KPMG's partnership with the Alzheimer's Society included pro bono support to improve governance, strategic business planning, HR and to review their volunteering programme, all of which help the charity to deliver its services more efficiently. Nestlé seconded an employee as part of its partnership with Marie Curie Cancer Care, which helped the charity to improve its marketing and communications.

### BUSINESS BENEFITS

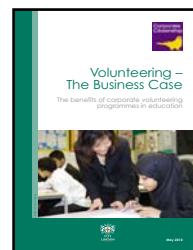
The biggest story in members' application of the impacts model in 2010 has probably been the City of London funded research project into the benefits, for both the employee and the business, of employee volunteering among financial services firms published in May. Corporate Citizenship conducted the research based on the LBG volunteering assessment process.

The study tracks the learning and development of almost 550 employees from 16 major City firms volunteering in schools and colleges across the UK, including LBG members **Aviva**, **CMS Cameron McKenna**, **Deutsche Bank**, **Ernst & Young**, **HSBC**, **Investec**, **Freshfields Bruckhaus Deringer**, **Nomura** and **Santander**. It found that employees can develop a range of business relevant skills through volunteering, in areas of communication, coaching, influencing and negotiating.

This skills gain was not simply self-reported, but was corroborated by the line managers of volunteers. Also, the study found that the costs of developing skills through volunteering are considerably lower than the costs of more traditional approaches to training and development.

The importance placed upon volunteering is reflected in the case-studies members reported, with almost three-quarters involving paid-time volunteering.

Investec used the LBG methodology to assess its Arrival Education programme, helping disadvantaged young people realise their potential. Using pre- and post-volunteering surveys for the employees, it identified the benefits gained by participants, including: development of adaptability, influencing and negotiating skills (70%); improved communication skills and commitment to Investec (80%); and an increased sense of well-being and awareness of wider social issues (86%).



## » INTERNATIONAL

LBG International continues to grow in strength. We have developed our programme of activity to ensure that we are using the methodology effectively across the world and are catering for the different markets in which we operate. This year we have carried out workshops and webinars for facilitators in Spain, Australia, Asia, Romania and the Czech Republic as well as holding quarterly calls where groups are able to share and develop best practice.

The most recent session was a training webinar on impacts measurement where we explored the latest thinking on capturing impact data. If you have offices in one of these countries which would benefit from local membership then please do get in touch with Corporate Citizenship.

Demand for forming affiliate groups around the world continues and we have run training sessions to ensure that potential new groups are up to speed on the model and its benefits. Appetite is particularly great in Russia and Hungary, so do get in touch if your company has affiliates there.

## » INTO 2011

A number of exciting developments are either planned or already under way for the next year. A major development will be a new LBG website that will include a host of new features including improving the online



benchmarking function, giving members more choice over the analyses they conduct and the charts and tables they can download. It will include a new returns system making it more simple to provide the annual benchmarking data. It will also have improved navigation so members can find the information they are looking for more quickly. The site will firmly support LBG's position as the international standard for measuring corporate community investment.

We will also be conducting a full review of the impacts framework and providing members with more support and tools informed by best practice.

benchmarking function, giving members more choice over the analyses they conduct and the charts and tables they can download. It will include a new returns system making it

## » WHAT IS LBG?

**In 2010, LBG has continued to cement its reputation as the international standard for measuring the value and the achievements of corporate community investment.**

The LBG model provides more than 200 companies across the world with a methodology to measure the totality of their investment into charitable projects.

Crucially, LBG has also made great strides in helping members assess the **results** of this investment, and so understand its value - both to the community beneficiaries and to the business through its contribution to a company's corporate responsibility and wider business objectives.

The LBG is much more than a model, it is also a network, where together, members drive forward the assessment of corporate community investment (CCI), adapting it to individual sector and cultural needs, and sharing ideas for its use as a management tool in a changing economic environment.

## LBG MEMBERS

### » LBG MEMBERS BY SECTOR

#### LBG MEMBERSHIP OCTOBER 2010

Since our last review LBG has been delighted to welcome 15 new members including several from the UK as well as UniCredit from Italy, Malakoff from Malaysia and Portugal Telecom. All new members are indicated in **bold**.

#### Consumer goods

**Bacardi Martini**, British American Tobacco, Britvic, Brown Forman, Burberry, Coca-Cola Hellenic, Diageo, JTI UK, **Imperial Tobacco**, L'Oréal, Nestlé UK, Procter & Gamble UK, SABMiller, Unilever

#### Financial services

Access Bank, ANZ, Arab African International Bank, Aviva, AXA UK, Banco Espirito Santo, Barclays, City of London, Deutsche Bank AG London, Friends Provident, HSBC, Investec, International

Personal Finance, Lloyds Banking Group, London Stock Exchange, **Man Group Charitable Trust**, Morgan Stanley, Nationwide, **Nomura**, Provident Financial, Prudential, Royal & Sun Alliance, Santander, Standard Chartered Bank, Standard Life, The Royal Bank of Scotland Group, UBS, **UniCredit**, Zurich

#### Media

**Aegis**, BBC, BSkyB, Pearson, Reed Elsevier, Yell

#### Natural resources

Chevron, Johnson Matthey, Shell

#### Professional services

Accenture, Berwin Leighton Paisner, Capita Group, Clifford Chance, CMS Cameron McKenna, Deloitte, DLA Piper, Ernst & Young, Freshfields Bruckhaus Deringer, Herbert Smith, Hogan Lovells, KPMG, Linklaters, PricewaterhouseCoopers, Wragge & Co

#### Pharmaceutical

**Abbott**, AstraZeneca, GlaxoSmithKline,

#### Property

BAM Construct UK, British Land, **The Crown Estate**, Hammerson, Laing O'Rourke, Land Securities, **Lend Lease**, SEGRO, **Shaftesbury**

#### Regulated industries

Centrica, EDP, National Grid, **Malakoff**, npower, **RWE npower Renewables**, Royal Mail, ScottishPower, Sellafield, Severn Trent, Thames Water, United Utilities

#### Retail

Home Retail Group, John Lewis Partnership, Marks & Spencer, Sainsbury's, The Boots Group, The Co-operative Group

#### Telecoms

BT, Telefónica O2 Europe, **Portugal Telecom**, Telecom Italia

#### Other products & services

Airbus UK, BAA, BAE Systems, Becton Dickinson, **Brakes**, British Airways, BUPA, East Midlands Airport, Manchester Airport, First Group, ISS UK, Gala Coral, **Network Rail**, Perkins Engines, Rolls-Royce, Siemens, Syngenta

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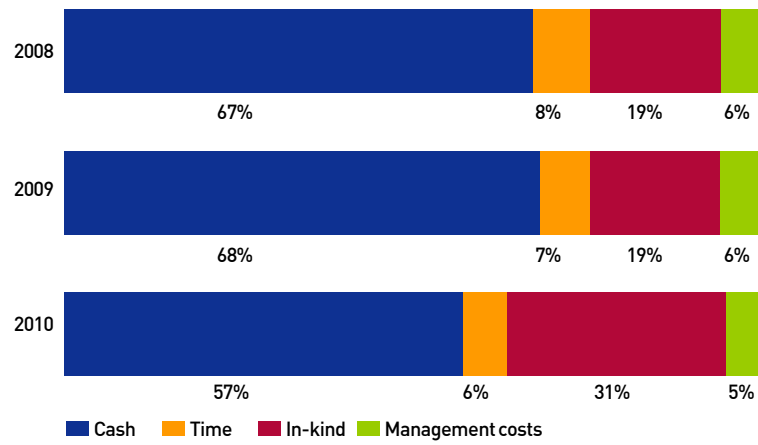
**Corporate Citizenship, Holborn Gate  
330 High Holborn, London, WC1V 7QD**

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# LBG'S VITAL STATISTICS 2010

1. How members contribute - 3 year trends

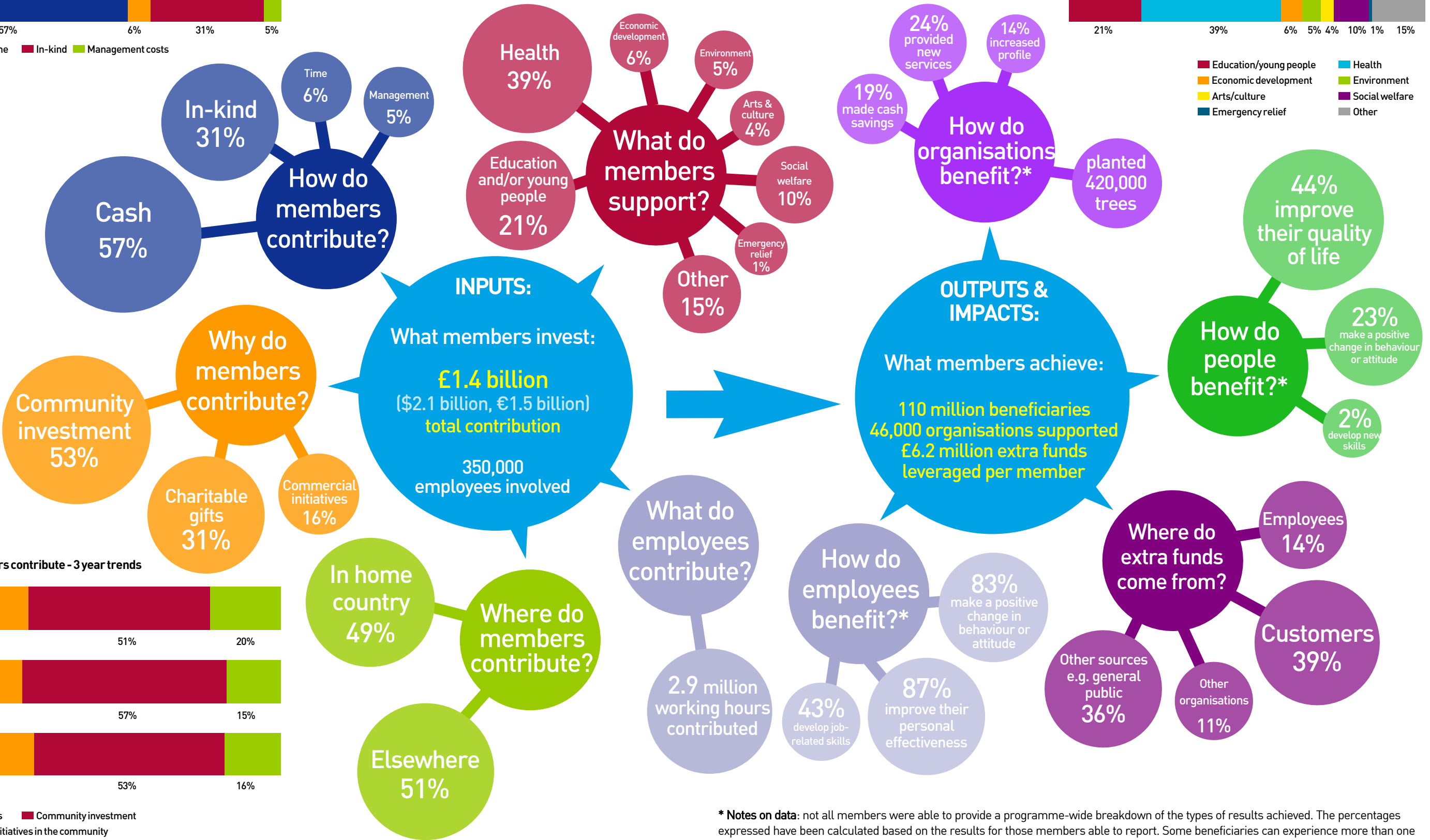
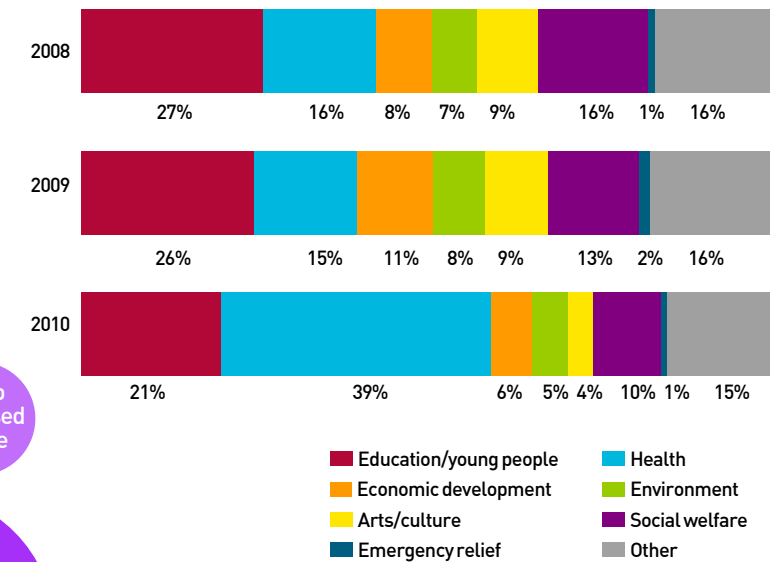


The big picture for 2010 is that in spite of difficult global economic circumstances the overall trend is for LBG members to report higher contributions than in 2009. Across the Group, members made contributions totalling almost £1.4 billion (\$2.1 billion, €1.5 billion). We look behind the increase in more detail on page 6, but the headline numbers and the underlying trends are both looking positive.

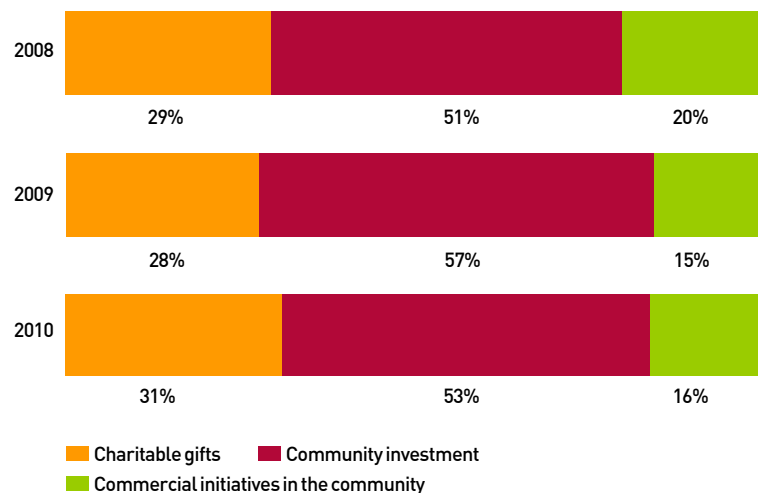
This year sees a distinct change in the pattern of contributions. Increased representation by the Pharmaceutical sector means that, overall, the proportion of in-kind contributions and the proportion of health-related contributions have both increased significantly on last year. Also on page 6, we look at the implications of these developments for the Group as a whole.

As well as higher contributions overall, we continue to get a better picture of what these achieve. More members have applied the outputs and impacts framework and so enable us to set the achievements of the group alongside its investment. On page 7 we look at some of the results that members are assessing for the community and for the business.

2. What members support - 3 year trends



3. Why members contribute - 3 year trends



\* Notes on data: not all members were able to provide a programme-wide breakdown of the types of results achieved. The percentages expressed have been calculated based on the results for those members able to report. Some beneficiaries can experience more than one benefit whereas the results for others are not recorded so percentages for outputs and impacts will not always total to 100%.