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Morrisons

Charity Partnership

2024-2027

Application Pack

About Morrisons

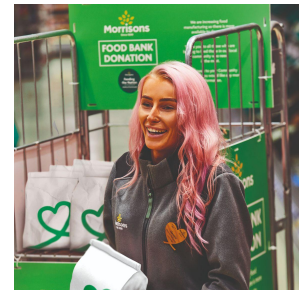
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Headquartered in Bradford since 1899, Morrisons is a British food retailer with around 100,000 colleagues in 497 stores serving millions of customers every week. We are making good food affordable for everyone and work hard to play a positive role in the communities we serve.

We are foodmakers and shopkeepers with over 9,000 trained butchers, bakers, fishmongers, cheesemongers and other skilled in-store specialists. Morrisons has its own manufacturing sites making meat, fruit and veg, fish, bakery and fresh food products and we are unique in preparing and making more than half of the fresh food sold in our stores. Food manufactured in our sites and stores is showcased on our 'Market Street' areas in stores.

In 2022 we welcomed McColl's into the Morrisons family expanding our convenience offering. So far we have converted over 777 out of 977 stores into the Morrisons Daily format.

We tailor the offer of each one of our stores to local tastes and demographics. We also offer popular services including cafés, pharmacies, dry cleaners and over 300 petrol stations with further services being added all the time.



Our Charity Strategy

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Supporting good causes across our local and national communities is at the heart of our business. Our charity strategy is made up of four pillars.

Main Partnership

Our main charity partnership is something we are extremely proud of. Our current partnership with Together for Short Lives launched in February 2022 and has currently raised £7 million to support the UK's 54 children's hospices and help families caring for a seriously ill child make precious memories together

Prior to this our award winning partnership with Young Lives vs Cancer ran between 2017 and 2022 raising £18.4 million to support children and young people living with cancer.

Appeal Partners

Appeal partnerships with other charities enable us to support key events and campaigns throughout the year that are important to colleagues and customers on a national scale, whilst not cutting across the support we provide for the main partner.

For example, in 2023 we raised:

Daffodil Appeal - £450k
Forget Me Not Appeal - £150k
Poppy Appeal - £2.3m
DEC Emergency Appeals - £215k
Trussell Trust - £254k

Morrisons Foundation

Since its launch in 2015, the Foundation has supported over 3,000 registered charities with over £40m donated in grants and matched funding. In 2023:

- £1.5m donated to support charities making a positive difference in local communities across England, Scotland and Wales.
- £500k donated to support charities that Morrisons colleagues fundraise for.

Local Fundraising

Our network of Community Champions across all our stores and sites work to ensure we are truly integrated into the communities we serve. They support local community groups, charities and other organisations that matter to colleagues and customers through

- Product donations
- Fundraising
- Supporting food banks including Pick Up Packs
- Working with schools
- National initiatives

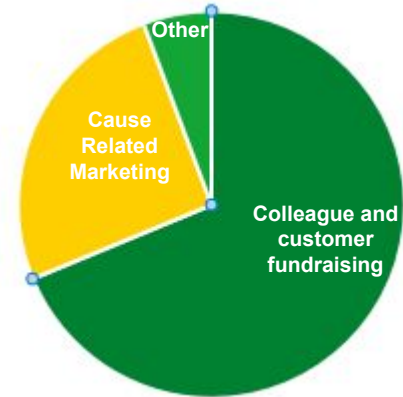
More about our Main Partnership

Morrisons has a long history of supporting great causes through our main charity partnership. We raised £7.3m for Sue Ryder between 2014 and 2017 and our partnership with Young Lives vs Cancer which launched in 2017 was targeted to raise £10m over three years, but was extended due to the overwhelming support our colleagues and customers showed for the cause and to mitigate the effects of the pandemic on our fundraising activities raising £18.4m in total ending in February 2022 after winning a Better Society, Charity Today and Third Sector Business Charity Award.

Our current partnership with Together for Short Lives is now its third and final year. Through the partnership we have been able to twin each of our stores and sites with their local children's hospice demonstrating an extremely tangible impact to our colleagues and customers which has helped us to raise £7m in just two years.

Most of the money we raise comes from colleague-led fundraising activity across our supermarkets, sites, convenience stores and offices including collections, fundraising events, bespoke challenges and customer checkout donations in store and online. The other main source of fundraising is our Every Pack Gives Back cause related marketing programme which we created in 2018 in order to work with a range of products and brands through our suppliers as well as our own brand.

This year we will also be holding our first ever gala supplier event, 'Morrisons Big Night Out'. The money raised on the night will be split between Grocery Aid and our main charity partner and is intended to be an annual event.



The Process

As our partnership with Together for Short Lives comes to end in October 2024, we're excited to begin the process of finding our next charity partner. Our next partnership will last for 3 years from 28th October 2024.

1st February - 29th February	The window for applications is open. Please use the form on page eight to apply.
March - April	All applications are reviewed against the criteria.
	Consultation with key stakeholders across our business will create a shortlist of 10 charities.
	Consultation with Community Champions, Convenience Charity Ambassadors and customers to reduce shortlist to four charities.
May	The final shortlist of four charities will be invited to present to a panel of Morrisons colleagues from across the business. The panel selects two charities to move forward to a colleague vote.
June	Colleague vote open for a period of two weeks.
	Charities are notified of the outcome.
July	New Charity Partner announced.

Application Guidance

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Qualifying Criteria

To be considered, charities must:

- Be registered as a charity in England & Wales and in Scotland
- Operate and deliver services on a national scale across England, Scotland and Wales
- Demonstrate strong community links across the country in both fundraising and project delivery
- Not work with a direct competitor of Morrisons on a national scale e.g. be in partnership with another supermarket, fundraising or strategic

Charities should be able to demonstrate:

- That our brands align
- That their cause and brand - and partnership proposal - will resonate with Morrisons colleagues and customers
- That they have experience delivering dynamic fundraising and communications campaigns, tailored to suit the needs of individual corporate partners
- That they are able to provide excellent support to colleagues across all levels of Morrisons, including a dedicated account management team
- That they understand Morrisons as a business, our key opportunities and challenges when engaging our colleagues and customers on charitable giving
- How they would make our partnership distinctive, tangible and relevant

The money we raise

The partnership will aim to raise at least £10m over three years. Up to 50% of this can be used for core services. We expect at least 50% to be used to deliver a new project or service for which there is demonstrable need. This should deliver a lasting impact to your beneficiaries which can be sustained beyond the term of the partnership.

Application Process Part -1

Please submit the first part of your application using this [google form](#).

You will be asked to enter some basic details about your charity and the work you do.

- Charity Details
 - Name
 - Registration Details
 - Elevator Pitch
- Applicant Details
 - Contact details for the employee making the application
- About Your Income
 - 2022-23 Total
 - Individual Giving
 - Events & Challenges
 - Philanthropy
 - Retail
 - Legacies
 - Corporate Partnerships
- About Your Expenditure
 - 2022-23 Total
 - Charitable Activities
 - Raising Funds
- About Your People
 - Number of employees
 - Number of supporters
 - Number of volunteers (including fundraising volunteers)
- About your Key Income and Engagement activities
 - Annual Campaigns
 - High Value Events
- About your other Corporate Partners
- Are you registered with the Gambling Commission and do you hold a lottery operating licence?

Application Process Part -2

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Please then send **one PDF document** in support of your application to corporate.affairs@morrisonspc.co.uk

This can be formatted however you wish, but the content must cover the points below and consist of **no more than 4 pages**

About Your Charity

What does your charity do?

Tell us about the services you offer, the projects you deliver and the people you help.

What difference have you made in the last three years?

Tell us about the overall impact you have made; and about major projects and what they delivered.

What are your strategic aims over the next three years?

Clearly describe the difference a partnership will make to your overall strategy. How important would this partnership be to delivering this?

How do our values align?

Describe why we would be a good fit.

Our Partnership

Our partnership raises on average £3.5m a year. What would you spend this money on?

Why is it important this project or service is delivered? *Tell us the short and long term impact it will have, who it will benefit and the geographical relevance. What will the legacy be?*

How will you measure the impact of the project or service? *Tell us about any evaluation methods or KPIs you could employ.*

How will you measure the partnerships impact on your core services? *Tell us how you will report the impact of the funding on services that already exist*

Working With Morrisons

Your income and engagement ideas for the partnership? *Tell us the types of events and campaigns you'd like to see us deliver together, give an example of a great fundraising idea that would work for our business, tell us your plans for digital fundraising and engaging all colleagues, customers and suppliers with your cause. How will you involve your service users?*

How will you ensure our national partnership has a local feel? *Tell us how you will make our partnership relevant to the communities we serve?*

How will you manage the partnership? *Tell us about your account management structure, and how this will apply to Morrisons (including how many full time employees you would assign to delivering the partnership). Include how you would manage relationships and fundraising across the business and mobilise colleagues across different divisions.*

Your Experience

Provide an overview of your experience working with high profile partners? *Tell us what you achieved and how you delivered the partnership*

What experience do you have delivering cause related marketing? *Provide product examples.*

Provide an example of third party stewardship within an existing Corporate Partnership? *How have you involved suppliers/contractors of your partners and how did you steward these relationships*

What experience do you have engaging customers as well as colleagues? *Tell us about how customers got involved in your partnerships, and how you made it relevant.*

What experience do you have in delivering large communication plans or awareness campaigns? *Tell us about plans/campaigns you have delivered to a large audience, over a number of locations, internal and external.*