

The background of the slide features a series of stylized, brown paper-cut human figures holding hands in a line, receding into the distance. The figures are simple in design, with circular heads and rectangular bodies. The overall color palette is warm, with shades of brown, tan, and yellow, creating a sense of community and unity.

# Making a positive difference to our community

Commitments & KPIs

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## Our Commitments

*We'll support our local communities in relevant and impactful ways and donate over £400 million to charitable causes by 2020.*



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## Community Investment

**Commitment:** *We'll support our local communities in relevant and impactful ways and donate over £400 million to charitable causes by 2020.*

What we'll do	How we'll measure it.
1. We will continue to develop our Local Charity of the Year programme.	Measure: Number of stores with a local charity and impact 2015 baseline: 1000 partnerships 2016 goal: 1300 partnerships 2020 goal: All stores
2. We'll develop our national partnerships with Comic Relief and The Royal British Legion.	Measure: Scale and innovation of our support 2015 baseline: £11.5m (Comic Relief donation for 2014/15), £7m (RBL donation for 2014/15) and current features of each partnership
3. We will give back to local communities through volunteering, Food Donation Partnerships and stores' Community Budgets. We will be members of groups that address issues relevant to our local communities including Community Action Partnerships and Drink Aware.	Measure: Amount raised for charity 2015 baseline: £52 million in 2014/15 (£167 million since 2011)

