

- Home
- About this report
- Our Group
- Our approach to CSR
- Community**
- 2007/08 targets
- Thriving communities
- Employee volunteering
- Employee fundraising
- Education
- Community healthcare
- Charitable giving
- Environment
- Marketplace
- Workplace
- Performance



## Community

Wherever we do business, our priority is to contribute positively to the communities that we serve. Community health is at the centre of this activity. Through our network of pharmacies and the independent pharmacies we supply, we can reach millions of people in many countries. Being a good neighbour also means encouraging our employees to share their expertise to help people lead healthier lifestyles. This is why we provide them with opportunities to devote their time and energy to supporting causes that matter.

During 2007/08, our community contributions totalled over £5.1 million. A large proportion of these contributions were made to healthcare related projects reflecting our focus on pharmacy. Donations are usually made either at a national or a local level within the countries that we operate.

### Community contributions

for the year ended 31 March 2008

Value of	£'000
Cash donations	2,649
Employee time	1,146
In kind donations	824
Management costs	529
	<u>5,148</u>

(Data is in accordance with London Benchmarking Group guidelines)

“Our priority is to contribute positively to the communities that we serve”

Search

- Home
- About this report
- Our Group
- Our approach to CSR
- Community**
- 2007/08 targets
- Thriving communities
- Employee volunteering
- Employee fundraising
- Education
- Community healthcare
- Charitable giving
- Environment
- Marketplace
- Workplace
- Performance

Search 

## 2007/08 targets

Progress against the targets we set and published last year is as follows:

### Target

#### Increase community health activity that makes a positive contribution to the wider public health agenda and is aligned to our business priorities

During the year, we increased community health activity through a number of initiatives that contributed positively to public health in the communities we serve. Our businesses shared knowledge and expertise, and have built on their experiences for the benefit of our patients and customers.

In France we recently set up a training session for members of Alphega Pharmacy focusing on how to react in case of a heart attack and how to use a defibrillator when the victim's condition demands it. Following the session, many of our independent pharmacy customers invested in defibrillators and publicised this potentially life-saving service within their local communities.

Following the devastating earthquake in Peru, our Spanish wholesale business organised an internal campaign and employees generously donated money, clothes and first aid items to the non-governmental organisation "Mano a Mano", which sent the material direct to Peru.

The Boots "change one thing" campaign has also contributed to the public health agenda in the UK and the Republic of Ireland over the past three years, helping thousands of customers stick to their New Year's resolutions, such as giving up smoking or improving their diet. In January 2008 we extended this successful initiative into schools in the UK, launching a website that provides students and teachers with a wide range of online resources designed to encourage young people to think about their health, help them learn the skills they need to make healthy choices, and support them in making positive changes to their lifestyle. ([www.boots.com/changeonethingschools](http://www.boots.com/changeonethingschools))

### Target

#### Increase customer and employee fundraising for our key charity partners

A large number of the people who work for Alliance Boots genuinely want to make a contribution to the good health of the community. We do not need to ask them to be generous with their time and energy, but we do give them encouragement, providing volunteering opportunities and supporting their fund-raising efforts. During the year, we also increased our customer and employee fundraising. For example, in November 2007, the fundraising efforts of employees from across the UK helped to raise a record total of £1.2 million for the "BBC Children in Need" appeal.

### Target

#### Set up payroll giving schemes in Alliance Healthcare where possible

Payroll giving schemes have now been set up for all employees in the UK, including our wholesale business.



- Home
- About this report
- Our Group
- Our approach to CSR
- Community**
- 2007/08 targets
- Thriving communities**
- Employee volunteering
- Employee fundraising
- Education
- Community healthcare
- Charitable giving
- Environment
- Marketplace
- Workplace
- Performance

## Thriving communities

### Town centre management activities

Building thriving and sustainable communities through partnership sits at the heart of our long-term strategy as it has done for over 20 years. We are motivated by the knowledge that what is good for the local community is also good for our businesses. We also know that we can achieve more to improve the external environment by working collectively with others, rather than independently or with a purely internal focus. That is why we seek to forge strong relations with community partners such as local authorities, property owners, police forces, leisure operators, transport and local businesses.



### Our commitment to town and city centre partnerships

In the UK, our commitment to managing our external environment goes back to the development of town centre management initiatives in the late 1980s. Today our role and commitment to town and city centre partnerships is no less prominent. In 2007/08 we contributed approximately £150,000 to town and city centre partnerships and around a further £250,000 to business improvement districts. These are partnerships with shopping centres and town centres throughout the UK such as Cheltenham and Bluewater (we have supported activities such as crime prevention, environment protection and other community related support). Our public policy manager in Boots UK sits on the Board of the "Association of Town Centre Management" and we contribute in a number of other ways. An example of this is a course we have developed and run free of charge twice a year for newly appointed town centre managers.



**"What is good for the local community is also good for our businesses"**

- Home
- About this report
- Our Group
- Our approach to CSR
- Community**
- 2007/08 targets
- Thriving communities
- Employee volunteering**
- Employee fundraising
- Education
- Community healthcare
- Charitable giving
- Environment
- Marketplace
- Workplace
- Performance

Search

## Employee volunteering

A large number of the people who work for Alliance Boots genuinely want to contribute in a way that benefits the wider communities in which they live and work. We give them encouragement providing volunteering opportunities and supporting their fund-raising efforts. Volunteering is a good way for employees to do something different while at the same time strengthening their leadership and organisation skills.

### Volunteering in the local community

Volunteering can play a valuable role in team-building. Last summer, a team from the East and West Midlands regions of our UK Health & Beauty business joined forces with local charity, "Volunteer Plus", to put in a strenuous but rewarding day's work clearing an overgrown local community garden. In Northern Ireland, a team of eight from our UK Health & Beauty regional office team worked equally hard to smarten up their local "Marie Curie" hospice.

### Helping families in need

In the UK, we also recently joined forces with "Home-Start", the nation's leading family support charity, to match Boots volunteers with projects that make a real difference to families in their area. Our UK Health & Beauty employees took part in a variety of projects – from garden makeovers to organising events for "Home-Start" families. As well as being a great way to give something back to local communities, all volunteering opportunities are mapped against business competencies to help achieve targets on personal development plans.

### Alliance Healthcare Russia

In December 2007, Alliance Healthcare Russia signed an agreement to donate approximately £32,000 to the charity fund "Shelter for Childhood" over a 12 month period.

The activity of the fund is aimed at supporting the role of the family in society, by protecting the interests of children, mothers and fathers, preventing homelessness, neglect and social orphanhood; and promoting self-improvement and healthy living.

The donations are helping the charity to create a rehabilitation complex for children and teenagers considered "at risk", including shelters for women under the age of 18 who have had children and find themselves in difficult circumstances.



"We encourage our employees to volunteer"

- Home
- About this report
- Our Group
- Our approach to CSR
- Community**
- 2007/08 targets
- Thriving communities
- Employee volunteering
- Employee fundraising**
- Education
- Community healthcare
- Charitable giving
- Environment
- Marketplace
- Workplace
- Performance

Search

## Employee fundraising

At Alliance Boots we firmly believe in the importance and value of helping good causes. This conviction is consistent with our identity and who we are as an organisation. Our people are strongly encouraged to support and raise money for local and national charities. Whenever they give up their time and make the effort to raise funds we try and support their generosity as much as we can.



### "Leonard Cheshire Disability"

Within our Pharmaceutical Wholesale Division, we have had a long association with "Leonard Cheshire Disability" in the UK. In January 2008, we launched "Give it Up for Charity", a month-long fundraising initiative that encouraged employees to raise sponsorship money by keeping up their New Year's resolutions, such as giving up smoking or unhealthy foods.

### Supporting generosity

Within the Group, we have a long history of championing charitable activities. For example, across the UK, we have made it easier for our employees to give generously by running payroll giving schemes which provide a simple, tax-efficient way of making donations on a regular basis. To further promote these schemes, we recently ran a campaign encouraging employees to take advantage of the opportunity, to donate to charities of their choice. The Boots "Make The Difference" initiative is another great way to boost the funds raised by our employees whereby employees planning to raise money for charity can apply for matched funding from our UK Health & Beauty business, up to a maximum of £500. During 2007/08 we made contributions of over £100,000 via this scheme.



"Our people are strongly encouraged to support and raise money for local and national charities"



- Home
- About this report
- Our Group
- Our approach to CSR
- Community**
- 2007/08 targets
- Thriving communities
- Employee volunteering
- Employee fundraising
- Education**
- Community healthcare
- Charitable giving
- Environment
- Marketplace
- Workplace
- Performance

## Education

Every business has a different attitude and approach to involving business in education. As Europe's largest pharmacy-led health and beauty group, Alliance Boots is committed to helping improve healthcare in the communities we serve. Education is just one vitally important channel which can help us make a difference to people's understanding of health issues. We have developed a framework which allows each of our businesses to provide appropriate support to relevant educational authorities within their area of operation.



### "change one thing" – now in schools

Over the last three years in the UK, we believe that the Boots "change one thing" campaign has made a valuable contribution to the public health agenda, helping thousands of customers stick to their New Year's resolutions, such as giving up smoking or improving their diet. In January 2008 we extended this successful initiative into schools, launching a website that provides students and teachers with a wide range of online resources designed to encourage young people to think about their health, help them learn the skills they need to make healthy choices, and support them in making positive changes to their lifestyle. Our research highlighted that 97% of the teachers who used the site felt it was effective in inspiring pupils to engage with health issues.  
([www.boots.com/changeonethingschools](http://www.boots.com/changeonethingschools))



"Alliance Boots is committed to helping improve healthcare in the communities we serve"

### Sharing our values

In the UK we currently run a number of successful work experience and mentoring schemes in close partnership with educational authorities. Every year, thousands of secondary school pupils take the opportunity of work experience placements in our UK Health & Beauty outlets. We also work with the "Association of Colleges" in promoting good business practice – by providing opportunities for our senior managers to spend time with college principals to show ways in which business lessons can add value to their educational programmes.



- Home
- About this report
- Our Group
- Our approach to CSR
- Community**
- 2007/08 targets
- Thriving communities
- Employee volunteering
- Employee fundraising
- Education
- Community healthcare**
- Charitable giving
- Environment
- Marketplace
- Workplace
- Performance

## Community healthcare

As an organisation focused on pharmacy-led health and beauty, promoting and supporting a range of initiatives that improve the health and well-being of the communities in which we serve is a natural position for us to take.

### Saving lives

When a heart attack strikes, survival can often depend on speed of response. In France, we recently set up a training session for members of our Alphega Pharmacy network focusing on how to react in case of a heart attack and how to use a defibrillator when the victim's condition demands it. Following the session, many of our independent pharmacist customers invested in defibrillators and are publicising this potentially life-saving service within their local communities.

### Giving for good health

Health-related donations made by our Italian wholesale business during 2007 included around £7,000 to community-based charity "Malati del Tigullio", a further £7,000 to the surgical department at the hospital in Lavagna, and £9,000 to the "association of neuroblastoma" in conjunction with the Gaslini hospital in Genoa.



"Promoting and supporting a range of initiatives that improve the health and well-being of the community"

- Home
- About this report
- Our Group
- Our approach to CSR
- Community**
- 2007/08 targets
- Thriving communities
- Employee volunteering
- Employee fundraising
- Education
- Community healthcare
- Charitable giving**
- Environment
- Marketplace
- Workplace
- Performance

## Charitable giving

Businesses within Alliance Boots provide funding to support small local projects through regional, national and international activities. We are very aware of our responsibilities at both a local level to the communities we serve and at the national levels where we operate.

### Charity begins at home

Boots Charitable Trust is an independent registered charity in the UK wholly funded by the Group. The Trust provides financial support to charities and voluntary organisations working in the areas of health, education, community development and social care, in Nottinghamshire, the home county of Boots UK. Since the early 1970s, the Trust has donated over £9 million in total. With donations of over £220,000 in 2007/08, organisations receiving major grants included the "Nottinghamshire Hospice", "Think Children", a charity aiming to improve the emotional wellbeing of young children and the "Wheelbase Motor Project", which works with young people who have been or are at risk of exclusion from school.

### "Eve Appeal" and "Breast Cancer Care"

Around 80% of our UK Health & Beauty customers and employees are women and the things that matter to them matter to us too. That is why we chose to work with two of the UK's leading charities dedicated to the women's cancer cause. "Breast Cancer Care" provides information, practical assistance and emotional support for anyone affected by breast cancer. The "Eve Appeal" is the only charity in the UK which funds research into all four gynaecological cancers. Our "Be Gorgeous Ball", held at Lenton House in Nottingham and attended by a large number of suppliers, got the campaign off to an excellent start by raising approximately £200,000. We have also developed a special range of "Breast Cancer Care" products and "Eve Appeal" counter-top products for sale in Boots outlets. Over the course of the year we raised over £620,000 for the "Eve Appeal" and over £600,000 for "Breast Cancer Care".



"Supporting local and national activities"



### Peru earthquake

A member of our Spanish wholesale business found himself in Peru when the disaster occurred and he personally gave the Alliance Healthcare España cash donation to local authorities in Peru. Alliance Healthcare España sent information to all employees on how to help victims in Peru. An internal campaign was organised in order to collect clothes from all the Alliance Healthcare España warehouses across Spain. They collected a total of 11 pallets containing clothes and first aid items that were then sent to Lima.

### Bring me sunshine

Children at Hazel School, a school for pupils with learning difficulties in Eastbourne, UK, could not wait to board their new coach. The team running our Almus generic medicines brand recently joined forces with the "Variety Club of Great Britain" and raised approximately £30,000 at a charity golf day to buy the coach.



### What we support

for the year ended 31 March 2008

	£'000
Education	1,269
Health	2,561
Social welfare	891
Other	427
	5,148

### Where we contribute

for the year ended 31 March 2008

	£'000
Local	658
National	4,112
International	378
	5,148