



# Charity Report

2023-2024



# Contents

Our mission	4
Charity initiatives	6
Money raised	8
The Charity Task Force	10
Our national charity events	12
Groundwork and the Charity Cup	18
Active Impact	22
More than just a donation	24
Conclusion	32

# Our mission

**Serious about fundraising, not so serious when we do it...**

Our mission is to use our unwavering passion for people to support and uplift others through causes close to our hearts, while creating unique and engaging fundraising activities.

## **Supporting communities since 2004**

TeacherActive believes that Corporate Social Responsibility (CSR) is important, and that companies should do their bit to give back to local communities as part of this. For several years, TeacherActive has supported a number of local and national charities, including Cystic Fibrosis Trust, Children in Need, and Show Racism the Red Card. During the 2023-2024 academic year, we supported **24 charities, 16 of those local to our branches**. We also donated a £10,000 grant to Groundwork who are committed to nurturing green spaces around the UK.



# Charity initiatives

Giving back is in our nature. We want to ensure we do our bit for those who need it most and support our teams to do so too. Supporting charities has naturally become a staple in our company culture; this is evident in the national events we host for our teams to take part in along with these five initiatives.

**CF Trust X3:** Our designated, company-wide charity is Cystic Fibrosis Trust, who we fundraise for in memory of a dear friend and colleague Andy Elliott. For the last two years, we have run our CF Trust x3 initiative, tripling every pound that our teams raise for this charity.

**Charity Day:** To champion our teams in supporting charities close to them, we provide an extra day of paid annual leave to take part in charitable causes.

**Active Impact:** We encourage our teams across England and Wales to partner with a local charity of their choice and support them with funds donated by TeacherActive. This is supplemented by the charity day given to all team members.

**The Charity Cup:** A healthy competition in which teams earn points for their charity efforts across the academic year. The team who gains the most points wins an outdoor learning area for a school of their choice, supplied by a partner organisation called Groundwork.

**Event spotlight:** We strongly encourage our internal teams to give back to causes they care about with complete backing from their colleagues. We have a weekly good news platform called Props where we promote all charity events, company-led or driven by a team member, elevating awareness and gaining sponsorship from directors, sales and support team members alike.

# Teacher Active



# Money raised

2023 - 2024

**£5,490** donated to Cystic Fibrosis Trust

**£3,095** raised for national charities

**£6,865** donated to local charities via  
Active Impact

**£10,000** donated to Groundwork

**Total £25,450**





# Charity Task Force

To ensure active engagement and wholehearted support, a permanent Charity Task Force spearheads TeacherActive's activities and advises the board on charities to support.

## Natalie Aston – Head of Talent

Natalie is one of the founding members of the Charity Task Force. Having been with the company since 2013, she has taken an active involvement in charity work which has evolved into running and developing events. In 2022, her passion for charity was taken to new heights when she jumped out of a plane for Cystic Fibrosis Trust.



## Rebecca Rees – Senior Consultant

Rebecca has always had a passion for supporting charities and throughout the years has completed sponsored runs, a skydive and volunteered at sanctuaries abroad. Each year, Rebecca crochets blankets and buys toys and treats to donate over 400 gift bags to her local dog and cat shelters. Rebecca joined the Charity Task Force in 2023, supporting event creation and promotion and organising the Charity Cup.



## Sophie Hack - Marketing Executive

Sophie joined the charity team in 2022 and supports in event creation, marketing charity events and monitoring charity engagement through the Charity Cup. In 2023, Sophie took part in the Tough Mudder challenge for Cystic Fibrosis Trust and in 2024 saw another chance to get muddy by helping to build an outdoor learning area for a school in Birmingham.



# Our national charity events

## September 2023 - July 2024

We are proud to have fostered a strong community within TeacherActive. With over 200 staff and a dedicated Charity Task Force we are able to build structure around charity events, creating some healthy competition while the team found inventive and exciting ways to get involved.

To ensure maximum involvement and inclusion, this year's events focused on accessibility. We created events in which everyone could get involved no matter their location or ability. Events also had levels of participation, meaning people could get involved as little or as much as they liked and were still able to make a difference.



# Our national charity events

## September 2023

### The Great Blue and Orange Cake Off for Macmillan Cancer Support

We hosted an 'Is It Cake?' style challenge where our team baked realistic cake creations. From coffee cups to colleague's heads, shoes to spaghetti, the designs looked almost too good to eat! From this coffee morning, we raised **£739** for Macmillan Cancer Support.



## October 2023

### Wear Red Day for Show Racism the Red Card

Wear Red Day is a staple event in the TeacherActive calendar, where we collaborate with our diversity and inclusion team, Empower, during Black History Month. Show Racism the Red Card campaign for anti-racism resources and information in schools, using influential people like footballers to help spread their message.

Every year, the team wears red and donates to Show Racism the Red Card. We combined this with Empower's Cookout, asking people to bring in dishes such as food from the Caribbean, Somalia and Ghana where everyone had the opportunity to try food from around the globe. From these activities, we raised **£230**.



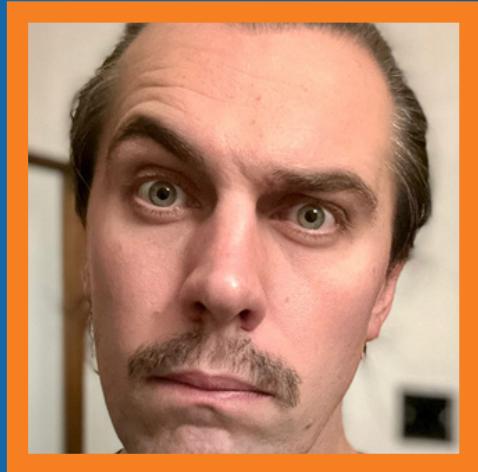
SHOW  
RACISM  
THE  
RED  
CARD



## November 2023

### Movember

14 team members from England and Wales took part in Movember, a challenge involving growing moustaches throughout November. Movember is a leading men's charity focusing on mental health and suicide prevention along with prostate and testicular cancer. The team doubled their fundraising efforts compared to the previous year and raised **£630**.



### Children in Need

In the same month, we hosted a Pudsey Pyjama Party to raise money for Children In Need. Inspired by a classic sleepover, teams had to give someone a makeover while blindfolded, with the best winning Charity Cup points. From this we raised **£283**.



## December 2023

### Christmas Music Video for Cash for Kids

We tasked the team with recreating a classic Christmas music video to share the festive spirit while donating toys or money to Cash for Kids. The charity strives to ensure no child goes without a present to open on Christmas day. We raised cash and donated toys equating to **£130** in total.



# Our national charity events

## February 2024

### FeBrewary for Cystic Fibrosis Trust

FeBrewary was our first event of the year for our chosen charity Cystic Fibrosis Trust, which raises funds and campaigns for resources and support for those living with the lung condition Cystic Fibrosis, along with their families.

We asked teams to bring in a board that was either blue, orange or yellow themed – including drinks, snacks and treats. The best-looking board would win Charity Cup points while the other teams could enter raffles to win the boards. From this event, we raised **£535.50**.



## March 2024

### Easter Bonnet Competition for National Book Tokens

To celebrate World Book Day, we gave our schools a worksheet where pupils could draw a story-themed Easter bonnet. The school with the best design won National Book Tokens. Through this, we donated **£400** in vouchers.

**NATIONAL  
BOOK  
tokens**

## May 2024

### Wear it Green for Mental Health Foundation

For the second Empower collaboration of the year, we fundraised for the Mental Health Foundation during Mental Health Awareness Week. On the 14th of May, everyone was asked to wear green and donate while offices took part in a step challenge. Empower also delivered discussion events and resources to support positive mental health. From this, we raised **£683**.



## June 2024

### Dance-a-Thon for Cystic Fibrosis Trust

Every year in June, Cystic Fibrosis Trust hosts a national Wear Yellow Day which we are honoured to take part in. To set an extra challenge, the team needed to dance for over 100 hours combined, gaining sponsorship and donations for busting a move. This event raised **£779** for Cystic Fibrosis Trust.



## July 2024

### The Big Fat Quiz of the Year for Cystic Fibrosis Trust

Our final event was inspired by the ever-popular TV show quiz of the same name, complete with a TeacherActive round and a guess the song sung by our Chief Sales Officer Lisa Dovey. Our quiz was hosted on the last day of term as a way to celebrate our team's hard work throughout the academic year. This last event raised **£430** for our charity partner.





## Groundwork and the Charity Cup

Since the 2022-2023 academic year, we have injected some healthy competition in the form of an engagement strategy called the Charity Cup. All of our events throughout the academic year had points assigned for certain challenges; the team that won the most points would win an outdoor learning area for their school costing £10,000, built by Groundwork.

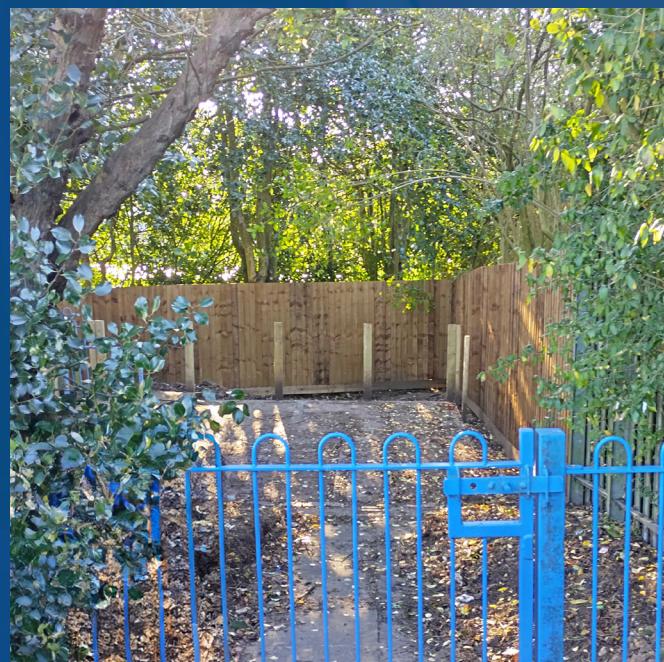
2022 – 2023's Charity Cup winner was the **West Midlands** team, who chose Annie Lennard Primary School in Smethwick to win the learning area. Before the build, the school had no green space for children and many lived in residential areas with no garden. The space now includes outdoor seating, a storytelling chair and bug hotels, which allows the children to have some downtime outside of the classroom and the opportunity to learn in a new and engaging environment.

**Here's what the area  
looked like before...**



# Here's what the area looked like after...

AGM  
2024



## Groundwork and the Charity Cup

The West Midlands team had the opportunity to help build the area with support from Groundwork. Over two days they got stuck in with flattening the ground, turning the soil and building fences to make this area come to life. The team had a fantastic time and we are thrilled to have built this outdoor area, complete with benches, bug hotels and a storytelling chair for one of our schools.

Kimberley Sirett, School Business Manager, said:

“It feels fantastic because when I look at the before pictures of the space and now see what it is today it’s just amazing that it’s finished, and we can start using the space. It’s an area unlike anywhere else in the school, I think being able to explore and enrich their activities and their lessons is going to be amazing for [the pupils].”

For the 2023 - 2024 academic year, we teamed up with Groundwork again to donate another outdoor learning area. The latest Charity Cup winner entered every single competition, coming first place in the Dance-a-Thon and the Step Challenge for Mental Health Foundation.

The winner is...

## Liverpool!





## Active Impact

Active Impact is our initiative where our local branches and support departments can choose a registered charity in their area for TeacherActive to donate to. This means that TeacherActive can support local communities and causes who need it most, furthering the positive impact we have on the areas we serve.

Through Active Impact, TeacherActive has donated:

- £230 to **Zoe's Place Birmingham**
- £235 to **Home Start**
- £250 to **The Choir with No Name**
- £250 to **Medway Family Food Bank**
- £250 to **2 Wish**
- £250 to **The LifeHouse**
- £250 to **EcoBirmingham**
- £250 to **Suited for Success**
- £350 to **Homeless Street Angels**
- £450 to **Noah's Ark Swansea**
- £450 to **Young Lives vs Cancer**
- £500 to **Cwtch Clos**
- £500 to **NICE Neurological Support**
- £500 to **Cherished children's charity**
- £625 to **Sheffield Cat Centre**
- £1525 to **KEEN London**

Through Active Impact, we can ensure we are supporting smaller organisations and those most in need, who may struggle to get funding or attention from larger donors.

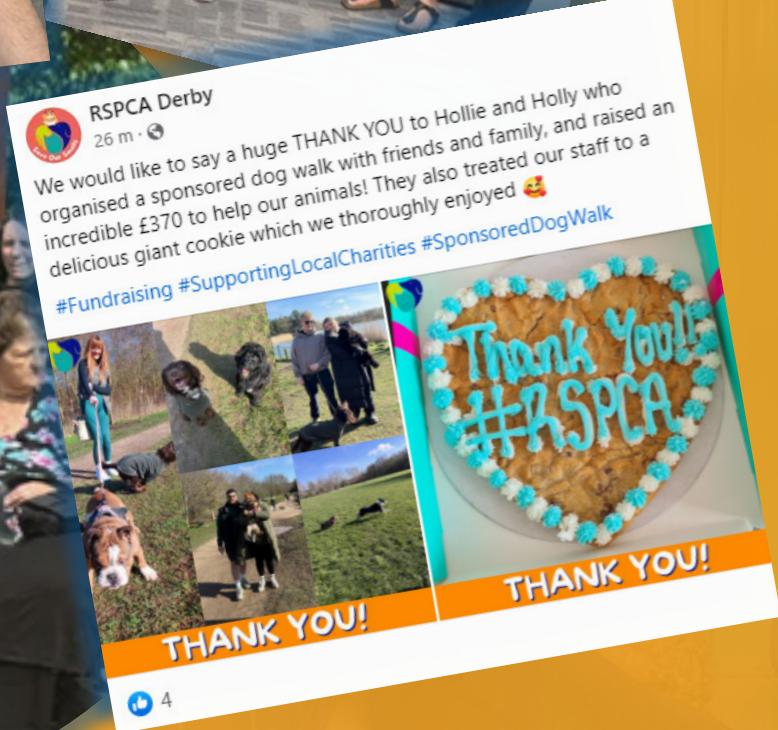


HOMELESS  
STREET ANGELS



The LifeHouse SUITED FOR  
SUCCESS

CONNECTION  
Cherished  
COUNTS



# More than just a donation

At TeacherActive's Annual General Meeting (AGM) in 2021, the company announced an additional day's annual leave every year for people to spend working with a registered charity of their choice, one that means something to them.

Team members used their charity days in a variety of ways. Some spent the day digging and building fences for Groundwork, while some have volunteered at animal sanctuaries, local hospitals and residential schools.



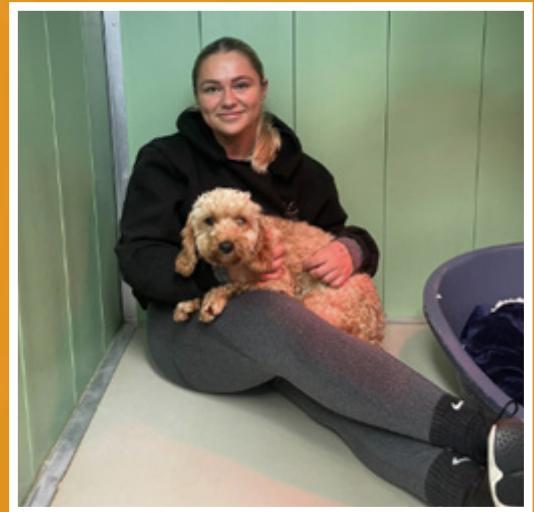


# **A big thank you to those who used their charity days:**

- Alex John, Nicola Hopkins and Nicole Harris (Swansea) for building and gardening at Cwtch Clos – a local residency for families with babies in intensive care.
- Mel Cooper and Rebecca Rees (Swansea) for helping out at Many Tears Rescue Centre.
- Rebecca Rees (Swansea) for dropping supplies and gifts to the Dogs Trust and Hope Rescue.
- Natalie Lynch (Liverpool) for helping to raise £800 for Macmillan Cancer Support in a dance-a-thon, then a further £5000 for Willowbrook Hospice.
- Sebastian Thompson (East Midlands) for taking part in a charity golf day at Wollaton Park Golf Club.
- Dan Wright, Daryl Scott, Jaimie Yates and Nasir Uddin (Westfield - SEND) for completing a charity golf day for NICE Neurological Support.
- Holly Snodin (East Midlands) and Holly Wheeldon (Exeter) who supported their local RSPCA shelters.
- Isaac Bryant (Liverpool) for volunteering at the Braveheart event for Liverpool One Church's charity.



- Jack Hudson (West Midlands) for taking part in Bluebell Wood's charity golf day.
- Daniel McKeown (East Midlands) for running 5k every day and 20k on the last day of his fundraising challenge for Great Ormond Street Hospital.
- Helen Carter, Meg Hampshire, Thea Deeley and Will Worship (Westfield-SEND) for painting and decorating Langley School.
- Dan Mumford (Essex) for supporting The Ipswich Town Foundation's Senior Blues Cafe Day.
- Elise O'Donnell and Victoria Chapman (Liverpool) for donating and serving refreshments at Thornton College's end of term celebrations.
- Duncan Catterall-Mason (Marketing) for filming for food poverty charity Help Close By.
- Abbie Tofield, Adam Wynne, Alex Thacker, Alex Quinn, Amrita Mahal, Ben Frankland, David Hobbs, Harvey Collier, Havina Barton, Heather O'Neil, Malachi Campbell-Hare, Mia Jones, Natalie Aston, Nachma Abdi, Nikita Smirnov, Samuel Dunn, Sarah Jones, Shan Haywood and Sophie Hack for helping to build the Groundwork project.



# Going above and beyond

We're proud to have fostered a culture where our teams feel inspired to support charities both in and outside of the workplace. We wanted to thank the following people for their outstanding contributions to charities and causes close to them, using their charity day of annual leave or taking time out of their schedules to give back.

## A thank you to...

- Antonia Howker (Newcastle) for completing a sponsored walk for Bradford Disability Football Club.
- Charlotte Flanagan and the Leeds team for ordering clothes for homeless charity Street Angels, as well as hand delivering supplies.
- Dan Warren (IT & Projects) who completed the New York Marathon, raising £8,000 for Blood Cancer UK.
- David Jaggard (Chief Technology Officer) for running the Colchester Half Marathon for the Robin Cancer Trust.
- Helen Carter (Westfield – SEND) for donating food parcels to Brays school.
- Liam Murphy (Further Education) for volunteering and cooking for the Choir With No Name.
- Rosie Rafferty, Luke Jacob and Hannah Bone (Newcastle) for taking part in a muddy 5K race for life, raising money for Cancer Research.
- Tom Hayward (Cardiff) for completing the Pen-Y-Fan walk 10 times in 24 hours to raise over £10,000 for Motor Neurone Defiance.
- Ellie Ashton, Emma Faulkner and Lee Nicklin (Sheffield) for funding and supporting in the renovation of Sheffield Cat Centre.



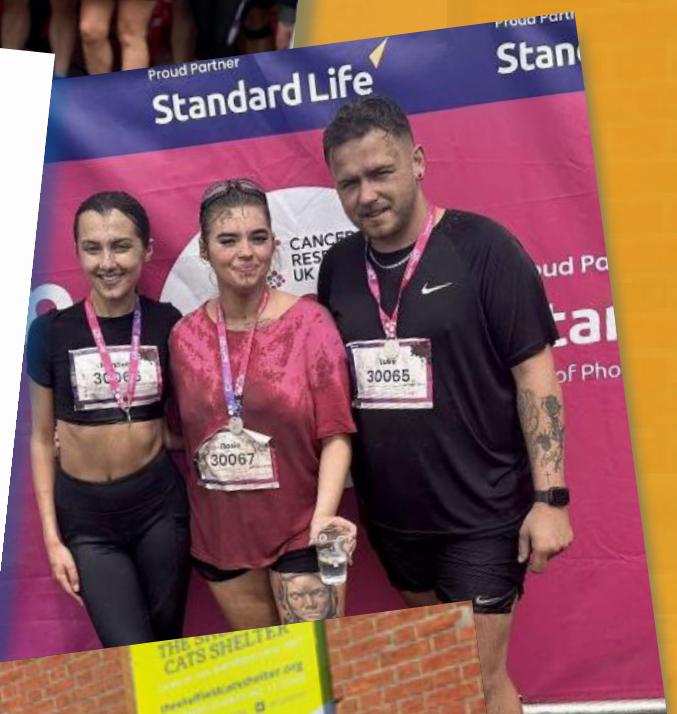
**Kari Anson** (She/Her) • Following  
Head at Forward Education Trust  
1d •

A huge shout out and thank you to [Helen Rose Carter](#) from [TeacherActive](#) who came to school to donate a food parcel for our families to support our summer term initiative 'Food for Friends'.

We also had one or two other visitors....

Meet Rusty our school dog and Mr Tumble; an end of term treat funded by one of our families. An incredible example of our [#Kindness](#) value.

[#Braysbelonging](#)



## **And an extra special thank you...**

Sales Director, Andy State's daughter heard about her dad's charity efforts in TeacherActive and wanted to join in. Lily (aged 10) convinced her friends to join in a sponsored bounce to raise money for Cystic Fibrosis Trust, raising **£450!**





# Conclusion

Through our community spirit, passion for charity and dedicated Charity Task force, we have been able to support and uplift others across England and Wales through causes close to our hearts. Whatever we do, we do with pride. This inspires our fundraising activities whether they be fitness fuelled, humour based or hands on with a skill.

Our teams have been able to raise and donate money to over 24 charities and causes throughout the 2023-2024 academic year, supporting those in need and placing a positive impact on our communities.



# **Summary of money raised**

**£5,490 donated to Cystic Fibrosis Trust**

**£3,095 raised for national charities**

**£6,865 donated to local charities via Active Impact**

**£10,000 donated to Groundwork**

This year's charity efforts would not have been possible without our community. We want to say a big thank you to everyone who engaged with and donated to charity events, used their charity day, chose a charity for us to support with Active Impact and went above and beyond to support causes close to them. We'd also like to thank the Charity Task Force for facilitating this year's events and actions, allowing us to fundraise and donate to 24 charities across the academic year.

**Together, we raised £25,450**



