



LOWES

LOWES  
FINANCIAL MANAGEMENT  
CHARITY COMMITTEE

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Annual Report for Year Ended  
31 December 2019

## CHAIRPERSON INTRODUCTION

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Lowes is in the fortunate position of being able to not only acknowledge its social responsibilities but to also provide support to a wide range of charitable causes. This is achieved through allocating a percentage of annual profits, as well as other initiatives, including staff sponsored and supported events.

Our fundraising also comes in the form of contributions from third parties; this includes redirected product provider advertising 'fees' in Lowes research publications, product co-operation and distribution fees, that would otherwise be due to Lowes but where the investor is a Lowes client.

Every year, each member of the Lowes team nominates a preferred UK registered charity to receive a minimum donation. New clients to Lowes are also asked to nominate or select a charity to benefit. So far, the client welcome initiative has resulted in over £10,000 being donated across multiple causes.

Lowes continues to support staff and family as they participate in the likes of the Great North Run, Mighty Hikes, 3 Peaks Challenges and other sponsored walks in aid of various charities. These fundraising activities have supported many notable charities, including: The Sunshine Fund, Macmillan Cancer Support, Alzheimer's Society, Great North Air Ambulance Service and St Oswald's Hospice.

The Lowes Charity Committee comprises of five Lowes people who are volunteers from

a range of departments within the business.

The Committee meets on a quarterly basis to consider funding requests and to review member research on proposals. The Committee has the authority to determine the level of funding that each charity receives, where it is hoped that the funding will make a real difference to specific services or causes.

We are grateful that we can support many causes but we appreciate that ours, is to a large extent, simply a 'cheque book charity' and that many committed individuals dedicate much of their free time and more, supporting charities close to their hearts.

In addition to embedding a culture of charitable giving within Lowes the Committee also seek to raise awareness of the many such unsung heroes who freely give their time and effort to help others less fortunate than themselves.



**BELINDA MCFARLING**  
**LOWES CHARITY COMMITTEE CHAIRPERSON**



One significant focus has continued to be The Sunshine Fund and we have continued to build upon our relationship through fundraising events and support. The Sunshine Fund is a charity dedicated to helping children with disabilities and life-limiting illnesses. Families can receive specialist equipment, that they would otherwise not be able to secure funding for, we are justifiably proud that our donation has provided comfort and greater accessibility for many children.

In 2019 our attention was drawn to the children's charity, Heel and Toe, through which Lowes has provided the funding for a year of weekly treatment for a little boy called Freddie. Freddie was diagnosed with Spinal Muscular Atrophy at just 12 months old. The Committee also pledged to fund a year of treatment for Ethan who suffers from Quadriplegic Cerebral Palsy.

A new initiative which Lowes Charity Committee introduced this December was the '12 days of Charity Giving'. Both staff and committee members selected charities which were close and important causes. Listed below are a selection of the charities which Lowes donated to as part of the appeal.

Newcastle Women's Aid provides specialist support services to women and girls who have been affected by domestic abuse. A donation was made to contribute towards 250 family crisis packages of food and nappies.

Rape Crisis Tyneside and Northumberland; our donation will enable approximately 50 women to receive counselling sessions.

Lowes donated to Newcastle Cat and Dog Shelter, offering aid which will enable 16 kennels to be heated for a whole year.

Mental Health Concern provide specialist mental health services including support for people living with dementia and their families. Our donation will contribute to the creation of a Quiet Soft-Room and a Creative Activity Room in the Pinetree Lodge nursing home, for residents living with dementia to enjoy.

If newborns go into the intensive care unit, their mums and dads can't hold them straight after birth; The Children's Heart Unit Foundation donates small cloth comforters, called Miniboos. Miniboos give newborns a familiar, comforting scent to recognise their parents by and bond with them. Lowes was able to donate 166 Miniboos for families.

Lowes Charity Committee also made annual donations to help the homeless at Christmas. Donations enabled Crisis to provide over 100 Christmas meals to individuals; aid for the Salvation Army to provide 650 dinners for lonely elderly people, including 80 boxes filled with food and gifts for families in need; 600 meals to be served around the festive period with thanks to the People's Kitchen.

Throughout the course of 2019, the Lowes Charity Committee was in the fortunate position to provide over £100,000 of financial support to the following charities shown overleaf (UK Registered Charity Numbers also provided).

## **CHARITIES SUPPORTED IN 2019**

- Albert Kennedy Trust - 1093815
- Alwinton Concerts -1140527
- Alzheimers Society - 296645
- Bill Quay Community Farm - 1146471
- Bloodwise - 216032
- Bloody Good Period – 1185849
- Blue Cross - 224392
- Blyth Valley Disabled Forum - 1076926
- Brathay Trust - 1021586
- British Heart Foundation - 225971
- Cash for Kids - 1122062
- C.R.Y - 1050845
- Cancer Research UK - 1089464
- Children North East – 222041
- Chopwell Regeneration Group - 1183436
- Chronicle Sunshine Fund - 1133293
- CHUF - 1160831
- COPE - 517974
- COPS - 1101478
- Crackerjacks Children Trust - 1146586
- Crisis Newcastle - 1082947
- Cystic Fibrosis Trust - 1079049
- Daisy Chain Project Teeside - 1109792
- Downs Syndrome North East - 1096003
- Durham Wildlife Trust – 501038
- FACT - 1130258
- Freedom4Girls – 1177566
- Giraffe Conservation Foundation
- Grace House – 518327
- Great North Air Ambulance - 1092204
- Guide Dogs for the Blind – 209617
- Heel & Toe Children's Charity – 209617
- Help for Heroes – 1120920
- Hilda Park Football Club – 1104735
- If You Care, Share – 1142001
- Injured Jockeys Fund - 1107395
- Jeans for Genes -1141583
- Kidney Research UK - 252892
- LD North East – 1054535
- Legacare (UK) Limited -1140040
- LIVErNORTH – 1087226
- MacMillian Cancer Support – 261017
- Marie Curie - 207994
- Masonic Charitable Foundation - 1164703
- Medecins Sans Frontieres – 1026588
- Mental Health Concern – 519332
- MIND – 1140856
- My name's Dodie – 1149800
- Myeloma - SC026116
- National Deaf Childrens Society - 1016532
- Natural History Society of Northumbria – 526770
- Newcastle Hospitals NHS Charity –1057213
- Newcastle Dog & Cat Shelter – 220506
- Newcastle Women's Aid
- North East Homeless Outreach – 1170235
- NSPCC – 216401
- Parkinson's UK – 258197
- People's Kitchen – 1036149
- Peoples Theatre Arts Group - 220256
- Percy Hedley Foundation – 515943
- Peter Pan Society – 227440
- Prostate Cancer UK – 1005541
- Rape Crisis Tyneside and Northumberland – 1138149
- RNLI - 209603
- RSPCA – 219099
- Salvation Army – 214779
- Sara's Hope Foundation – 1123099
- Search:Services for older people – 1159907
- Shine - 249338
- Sir Bobby Robson Foundation - 1057213-25
- Smile for Life Children's Charity – 1129935
- St Oswalds Hospice – 503386
- Street Pastors – 1127204
- Teenage Cancer Trust – 1062559
- The Dystonia Society – 1062595
- The National Autistic Society – 269425
- Throckley Community Hall – 519477
- Tiny Lives – 1150178
- Trussel Trust – 1110522
- Tyne & Wear RDA – 1155770
- UCL - Amyloidosis Research - 1165398
- Versus Arthritis – 207711
- Walk the Walk Worldwide - SC201169
- Wecan – 1125037
- Yemen Crisis Appeal - 213890