



Matthew Moore,
President and
Managing Director



“ A part of our identity is rooted in a purpose that’s bigger than ourselves; it’s not just about selling insurance. It’s about our people and the communities which we operate in”

The Liberty CSR programme is wide-ranging and reaches many people and communities, and our employees share my belief that helping our communities to prosper is the right thing to do.

Art programmes

We deliver the LSM Art Award for graduate artists and the Aspiring Artists project for London primary school students.

LSM Art Award

Supported

7

artists



Displayed artist work in our London office at 20 Fenchurch Street

Aspiring Artists

Partnership with Redlands Primary School

“ I’m thrilled to see the work of the students on our walls. I was inspired by their flair, creativity and commitment”

Linh Nguyen, volunteer



Contact information:

Mark Fidler
Head of CSR & Premises

T: +44(0) 20 3758 1111
E: mark.fidler@libertyglobalgroup.com

Halimah Choudhury
CSR Coordinator

T: +44(0) 74 8306 7584
E: halimah.choudhury@libertyglobalgroup.com

For more information, please visit our website libertyspecialtymarkets.com

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CSR Strategy

Our CSR strategy is based on three themes, steering our efforts to make a tangible difference on the issues that matter most to us.

Using a framework for measuring the value of giving to the community (GivX framework), LSM scored a total of 484,006 points (or £484,006 value to the community) and 678 points per employee.

See www.givx.org for more information.

678
GivX per employee

Total GivX score
484,006

Our CSR initiatives are focused on projects where we live and work, and in the developing world, that:



These projects need to deliver tangible long-term benefits.



Unsung Heroes Award

Shardae Carr won first prize for her work as a volunteer mentor for ReachOut, a mentoring charity that works with young people aged 9-18 years old.



Sustainability

The London office replaced disposable plastic cups with re-usable water bottles, offering a sustainable outcome. These were also sent to other LSM offices.



HELPING OUR COMMUNITIES PROSPER

Highlights of our 2018/2019 CSR programme

1 July 2018 – 30 June 2019

Serve with Liberty

Serve with Liberty is our global employee volunteering programme.

“ Really enjoyable, and a great insight into what is regularly going on, on our own doorstep.”
Lorena Gallagher,
volunteer at The Dragon Café

“ It was great spending the day outside the office exploring one of the most beautiful recreation areas of Zurich.”
Jasmin Graf, Zurich CSR Champion

66%
London participation

39
Charities supported globally

55%
Global participation

64
Projects supported globally

Matched funding

Health

- Mee Two
- WaterAid
- Harlow Hospital Maternity Unit & The Princess Alexandra Hospital's Charity
- Alzheimer's Society
- Bowel Cancer UK
- Cancer Research UK
- Starlight
- Princess Alice Hospice
- The Free Kicks Foundation
- The MPS Society
- MS Trust
- Sam West Foundation
- St Mark's Hospital Foundation
- Cystic Fibrosis Trust
- Weavers Adventure Playground
- DT38 Foundation
- Retina UK
- Irish Cancer Society
- Momentum
- Water Activity Centre Website
- médecins sans frontières / Doctors without borders
- Mind
- Heart of Kent Hospice
- In Children's Eyes
- Stars for Kids e.V

- Phab Kids
- The Little Princess Trust
- Beating Bowel Cancer
- Supporting Wounded Veterans
- Cystic Fibrosis Ireland
- Childrens Hospital Association
- Macmillan
- Samaritans
- Szlachetnej Paczki
- The Maya Centre
- OrlaUP
- Treetops Hospice Care
- Magpas
- City & Hackney Carers Centre
- ClownDoctors - ZVR No. 199370216
- Brain Tumour Research Charity
- The Chartwell Cancer Trust
- SARS (Suffolk Accident Rescue Services)
- Anchorians Football Club
- Black Dog Institute

Food & Shelter

- Crisis
- Nourish Community Foodbank
- Shine
- Association SOH e.V.
- Shanzu Orphans Home (SOH)
- Centro Comunitario da Rua 2

Education & Employability

- Advantage Africa
- Valley Primary School - Guinness World Record Challenge for the longest line of pom poms
- The Pimlico Foundation / Outbreak
- ReachOut
- Ayud Art
- Arts for All

Multi-category

- Royal British Legion
- Queen Mother's Clothing Guild
- Demand
- Oshwal
- Wanstead Monday Community Club
- Angeles Protectoros Fundacion
- Boys Brigade
- Chartered Accountants
- 8th Worthing Sea Scout Group
- LGBT Switchboard
- Albert Kennedy Trust
- 3rd Epsom Scout Group
- Universal Change
- Ocean Conservation Trust
- Plastic Oceans

20 Fenchurch St
Legacy Fund
£20k
donated to the fund
this year including:

“ Well Grounded gave me a community. I have taken the skill to talk to anyone regardless of how different they are... It was a place to reflect and help me to become a happier person.”
Samira, Well Grounded participant

Well Grounded

To deliver their barista training, supporting adults to gain qualifications and access to work experience and employment within the coffee industry.



Reading and Number Partners

17 
Volunteers

225
Volunteering hours



WaterAid

Launched new 3-year Rwanda project with a focus on school-aged children, particularly girls

£173,883

total donated to WaterAid

Our employees volunteered in the recycling team and water kiosks at Glastonbury Festival.



In our first year, we have enabled:

1,678

students, including girls and people living with disabilities, to use decent toilets at school

11,864

children and teachers to access clean water



Liberty Provided

250



Christmas Presents for Children in Refuge

“ We were lucky to be part of the KidsOut event at Olympia Kensington for the Annual Trolley Dash. Stallholders of the Toy Fair event donated toys from their stalls and we collected 4000 toys for the children.”
Nikki Barrett-Browne,
Commercial Claims Liaison Manager



St Mungo's

£20k donated to No Second Night Out (NSNO) North Hub

“ All of the employees and volunteers that I met on my visit to the NSNO Hub were so passionate about their work that they were naturally inspiring.”

Henry Whitbread,
CSR Champion



Rwanda project aims:



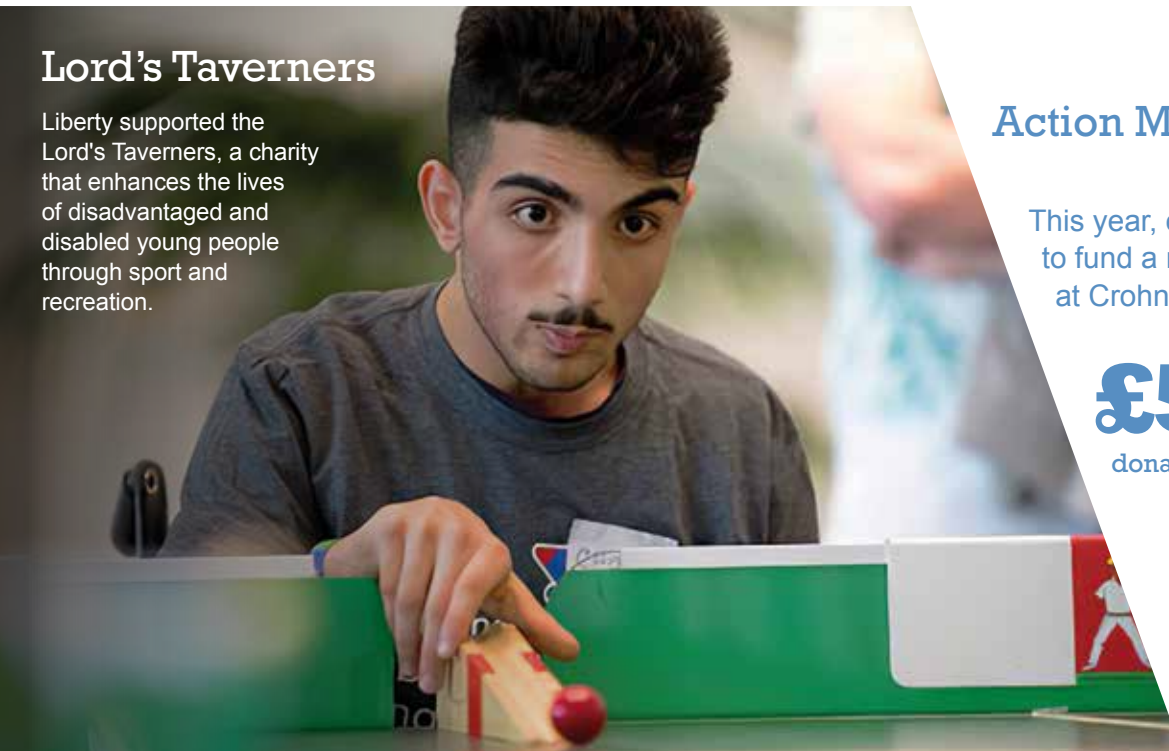
Aiming to:

Reach
82
schools



To bring clean water and safe toilets to a coffee growing community where 43% of the population are aged 15 and under

Train
164
teachers
by 2021



Lord's Taverners

Liberty supported the Lord's Taverners, a charity that enhances the lives of disadvantaged and disabled young people through sport and recreation.

Action Medical Research

This year, our donation is helping to fund a research project looking at Crohn's disease in children.

£52,964

donated



London and Paris Marathons

Our fundraising activities include runners in the London and Paris marathons, with one employee running the entire London Marathon dressed as Action's mascot, Paddington Bear™!



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