



Matthew Moore,  
President and  
Managing Director

Every year, Liberty employees are encouraged to get involved with a charity (or charities) by donating, fund raising or volunteering.

In 2018, the Serve with Liberty campaign ran for 3 weeks, with 522 employees from 11 offices volunteering their time, knowledge and life skills.



522  
staff

54%

participation rate

11 offices



## Serve with Liberty

“My experience of the Serve with Liberty programme has been incredibly positive. And there’s no doubt that it’s beneficial to us as a company and a team. The not for profit organisations we volunteer with show such resilience and tenacity. It’s opened my eyes and given me a different perspective.”

Melanie O’Neill-Horton

Helping our communities prosper

Highlights of our 2017/2018 CSR programme



“We want our people to make a difference in the communities where we live and work.”

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.



Our efforts to predict, prevent and, when necessary, assist recovery following a loss event are reflected in our core CSR principle of helping communities to survive and prosper. Our CSR focus is very clear – to support organisations and charities making a difference, both locally and globally.



“It was great to see the immediate results of the challenge.”

time worth

£39,273

2,610  
hours



Our Head Office at 20 Fenchurch Street is in one of the most sustainable buildings of its type in London.

It holds the UK’s largest living wall: providing a much-needed plant and insect ecosystem, an important habitat for nesting birds, and valuable green infrastructure.

Low zero carbon (LTC) technologies: roof mounted solar PV (photo voltaic) panels are predicted to generate

27,300 kWh of electricity per year.



It boasts the first hydrogen fuel cell to be installed in a commercial building in the City of London.

### Matched funding

- AHOY Centre
- Alzheimer’s Society
- Ataxia UK
- Azalea
- Beating Bowel Cancer
- Bloodwise
- British Heart Foundation
- Cancer Research UK
- Centre for ADHD and Autism Support
- Childfund Ireland
- Clown Doctors
- Cystic Fibrosis Trust
- Heads Together
- Heart Reach
- Hope for Gabriel
- Institut Hospitalier Franco Britannique
- Kent Ms Therapy Centre
- Kidney Research UK
- LaufClub21
- Leeds Weekend Care Association
- Livability
- Macmillan
- Make a Wish Foundation
- Mind
- MS Trust

- Oasis Aquila Housing
- Oasis Cardiff
- Papyrus
- Parkinson UK
- Prostate Cancer Research Centre
- ReachOut Youth
- Red Cross
- Romford Autistic Group Support
- RP Fighting Blindness
- Shine
- Sick Children’s Trust
- Solace Women’s Aid
- Special Olympics Great Britain
- Stage Theatre Society
- The Boys’ Brigade
- The British Heart Foundation
- The Good Soil Trust
- The Melanie Brasher Trust
- The Pituitary Foundation
- The Royal British Legion
- UNICEF
- Walk the Walk
- Wanstead Monday Community Club
- Willow Foundation
- Winterthur Football Amigos

Our strategic CSR framework is divided into **three themes**, helping us to focus our activities on these three community based issues where we believe we can make a difference:



In each of these priority areas, we’ve chosen charity partners which offer a good fit in terms of aspiration, ethos and size.

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**Reading and number partners**

Our employees take part in the reading and number partners scheme, part of the Lloyd's Community Programme, to support primary school pupils in Tower Hamlets.



**WaterAid**

8 Liberty colleagues travelled to Madagascar in July 2017 and visited several locations to see for themselves the work being carried out by WaterAid.

- £75,000 corporate donation per year plus numerous fundraising activities by Liberty employees throughout the year
- Employees have collectively raised a further £139,789 in the 3 years since the partnership began

**£120,000**

Donated in 2017/18

Liberty has been supporting local food banks for a number of years through volunteering and donations.



Food Bank support

**20 Fenchurch St Legacy Fund**



**344**

people in some form of employment /training



Everybody has to start from somewhere on their journey. I wouldn't be where I am now if it wasn't for 20 Fenchurch St Legacy Fund, thanks so much."

Kristof

**133**

Tap stands installed

**185**

Family showers installed



**18,098**

People who have learnt the importance of hygiene practices.

**KidsOut**

Liberty buys

**250**

KidsOut Christmas tree tags to raise money for toys for displaced children spending Christmas in a women's refuge or for mothers and their children recently re-housed without their belongings.

**Lord's Taverners**

Liberty is supporting Lord's Taverners, the charity which 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.



**Action on Addiction**

Liberty's annual donation goes towards helping both **research** and **recovery**.



Liberty is proud to partner with St Mungo's to fund a 12 month Client Involvement Apprentice role.

**St Mungo's**

We know from our 2017 CSR employee survey that homelessness is a cause our employees are increasingly keen to support. So, this year, we are proud to announce our partnership with St Mungo's.

