

# GOOD FOR OUR COMMUNITIES

OUR  
Taste  
FOR  
Good



# WHY IT MATTERS

KP Snacks has factories and offices in eight locations across the UK, each with its own diverse community. It is very important to us that we make a positive contribution to the communities in which we operate.

## WE DO THIS BY:

-  Sharing our knowledge and expertise to help school pupils understand what it's like to work in our industry and help them build key skills.
-  Working with charities and community groups. We're a corporate supporter of industry charity GroceryAid and all our colleagues receive a paid 'Community Heroes' day each year, to go out and volunteer with a local organisation of their choice.
-  Supporting our retail and hospitality customers, including shops and pubs, to thrive so they can play an active role in their own communities.
-  Inspiring and encouraging families to get outside and move more. That's why we've partnered with The Hundred, to encourage people to get active through cricket.



# HOW HAS OUR BUSINESS BEEN GIVING BACK TO ITS COMMUNITIES?

With everyone facing new challenges during COVID-19, community spirit has never been more important. We're proud of some of the new ways that KP has stepped up to the challenge to create even more 'good for our communities' over the past 12 months.



## BEING A CHARITY PARTNER

As a company, we're proud to have been a Gold Supporter of GroceryAid for the past three years. The charity provides wellbeing and financial help to everyone in the food industry, from factory to store. But as well as supporting GroceryAid as a company, we also ask our site colleagues to choose their own local causes. Everyone gets the chance to nominate a small local charity – the ideas are then discussed by the site's Community team before one is chosen to support for a year.

**GroceryAid**<sup>®</sup>

From factory to store we're your charity



The focus isn't just on raising money, it could be any other support idea - all driven by KP colleagues. For instance, our Teesside colleagues chose to help a local women's refuge and came up with an idea for 'Boxes of Hope.' Lots of people put them together: toiletries, baby goods and other things you'd need if you'd just walked away from your home with nothing.

## IGD SCHOOLS PROGRAMME



We have worked with the IGD to support its employability programmes for a number of years, by attending career events or visiting schools to talk about jobs in our industry. During the pandemic, the IGD adapted this work to be fully online and its Work Experience Weeks have reached out successfully to many more students,

and allowed more of our KP colleagues to give their time. The events offer invaluable careers help to students and those who attend are inspired by their experience and enjoy interacting with our company. They also ask brilliant questions!

## Feeding Britain's Future



# COMMUNITY VOLUNTEERING



Whenever our colleagues give their time to do something to help their communities, there's a real sense of pride and achievement. Each of our colleagues are offered a Community Hero Day - a paid day off each year which can be used to volunteer as an individual or go out in a team. Over the past year, some activities have been harder to do, but our colleagues have still managed to make a difference: supporting the IGD schools programme, gardening, picking litter and helping neighbours with outdoor tasks.

## HEALTHCARE VOLUNTEER



# LOCAL LEGENDS

The pandemic put pressure on many of our usual business customers, especially smaller convenience stores and pubs. Our 'Local Legends' campaigns delivered much needed help for local retailers whilst also raising awareness of our charity partner, GroceryAid, which helps grocery colleagues with emotional and financial support in times of need. We also ran an on-pack promotion on a million packs of Tyrrells and made a donation to the Licensed Trade Charity, which supports pubs, bars and brewery people.



WINNERS: GREENS OF BASSINGHAM 



# £60,000 RAISED

## FOR THE LICENSED TRADE CHARITY WITH OUR SPECIAL FUNDRAISING PACKS OF TYRRELLS



# SHARING OUR SNACKS

Donating our products has a triple benefit: it cuts food waste, supports those in need and strengthens our community relationships. In 2020 we shared more of our stock than ever, with donations to local hospitals and charities close to our factories as well as bulk shipments through our established partner FareShare, to the NHS and many other organisations including The Felix Project, Bread & Butter Thing and City Harvest.

WE DONATED AROUND  
**2.5 MILLION**  
PACKETS  
OF CRISPS AND SNACKS  
TO CHARITY IN 2020



# EVERYONE IN!

Physical activity is important for good health, but many people don't move enough and KP is passionate about inspiring families to enjoy a healthy lifestyle, including exercise. So, we've partnered with The Hundred to raise awareness of cricket as a sport, and inspire families to get off the sofa and get outside to enjoy a fun version of family cricket together. Working with our retail partners, our KP colleagues, online and in-store, we'll be motivating thousands of people this year with simple challenges, access to equipment and money-can't-buy rewards.



# GOING NUTS FOR MOVEMBER...

In 2020, KP Nuts worked with health charity, Movember for the second year, to encourage more young men to open up and talk about testicular cancer. We used some of our very best nut jokes to help tackle the issue and created our very own Nuts Guide on how to normalise conversations on testicular health.

"My left nut thinks it's better than my right nut. He can be egotesticle..."

"It is only when a mosquito lands on your testicles that you realise there is always a way to solve problems without using violence."



136  
FRUIT TREES  
PLANTED



## ... AND FRUITY FOR TREES

Our team at KP HQ usually enjoy free fruit from Fruitful Office but since most of them were working at home in 2020, we donated our usual fruit baskets to local NHS workers. The fruit we bought in turn resulted in the planting of 136 new fruit trees in Malawi through Fruitful Office's sustainable development collaboration with the Ripple Africa charity.

## A LITTLE EXTRA LOVE FOR BABIES AND CHILDREN

This year we started giving all new parents at KP a gift bundle whenever their new babies or adopted children arrive. Sourced by 'From Babies with Love' and made from sustainable materials, all the profits go to children's charities supporting orphaned babies to grow up in loving family homes.

