

Communities & charities

Supporting communities and charities.

Donating our Hygiene expertise to protect people.

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Our approach

Rentokil Initial Cares (RI Cares) is our global charity and community programme which supports colleagues' own efforts locally, alongside national and global initiatives. We have a clear focus on supporting those charitable organisations that align with our social purpose of Protecting People and Enhancing Lives.



As a people-led service company, the engagement of our people is vital to our business success and, from their feedback, we know that colleagues are highly engaged by their involvement in our community activities. Underlining this, in 2020, for our #sharethelove programme we targeted 100 events around the world – in fact delivering 276 events with the support of around 2,500 colleagues. This is also why we run a popular matched funding scheme to potentially double the funds raised by colleagues for causes close to their hearts, of up to £1,000 per activity.

We aim to create long-term partnerships. We support charities and good causes which have a significant impact in many parts of the world, from protecting families from the threat of Malaria in Africa, reducing deforestation in the Pacific, and providing community health and hygiene education in Asia.

RI Cares operates under a governance charter, approved by the Board.

This innovative programme was launched in mid-2019 and uses the Company's unclaimed shares and dividends, to support our partner charities with a network of local ambassadors coordinating and championing the programme. The multi-local nature of our community work aligns with the multi-local nature of our business model.

- Andy Ransom, CEO of Rentokil Initial, chairs the Charity Committee which meets twice a year and coordinates all funding – from matched giving to large-scale disaster relief
- The Committee includes ambassadors from each of our regional businesses. The ambassadors meet monthly by video call to share ideas and best practices
- Each year, we aim to donate around £250,000 and support a wide range of initiatives in line with our commitment to the UN Sustainable Development Goal (SDG) 17 'Partnerships for the Goals'. Our work with charities such as Cool Earth and Malaria No More also aligns with the broader SDGs
- Extensive communication to colleagues with regular communication with the Board on activities



How do we assess the value of our community work?

- **Employee volunteering during paid working hours:** Supporting colleague engagement – over 7,000 hours committed by colleagues in 2020
- **In-kind giving of product or services donations:** Our #sharethelove and Global Handwashing Day programmes collectively delivered over 300 events with dispensers for hand soap and hand sanitiser, pest control treatments and COVID-19 Disinfection services donated
- **Management overheads:** During 2020, we estimate that more than 10 days of management time was used to support these programmes
- **Value of donations:** Reflecting local matched funding and donations in line with our social purpose – £184,000 in 2020, c.£1 million since 2016
- **Long-term improvement in colleague engagement:** Measured every two years and with engagement now above the world-class High Performance norm. In line with our long-term community investment, we have seen engagement increase from 73% in 2015 to 79% in 2019. The next Group-wide census survey takes place in 2021

Targets for 2021

1.

Deliver our largest-ever single charitable fundraising event to raise donations for Malaria No More involving more than 1,000 colleagues from around our global operations to raise at least £150,000.

2.

Donate up to £250,000 from RI Cares to local good causes in line with our purpose of Protecting People and Enhancing Lives, and multi-local operating model.

3.

Build on our long-term partnership to prevent deforestation and support biodiversity.

Global community partnerships



In 2020, we continued our long-term partnerships to protect lives from Malaria, enhance lives through our community health education programme and to protect mature rainforests in the Pacific.

Eradicating Malaria

For the past nine years, Rentokil Initial has supported Malaria No More UK (MNM), raising around £250,000 to date to help the charity in its mission to fight the deadly global disease, Malaria.

In 2020, we continued to raise funds (although restricted due to the pandemic), used our IT expertise to help the charity to adopt new back-office technologies, and planned for the 10th anniversary of our partnership with a series of global events with a target of raising an additional £150,000 in 2021. Our partnership with MNM supports the UN SDGs Good Health and Wellbeing (3) and Partnerships for the Goals (17).

Malaria Must Die campaign

We were partners to the 2020 campaign 'Malaria Must Die', fronted by David Beckham, with the aim of ensuring that commitments made to fund the eradication of Malaria around the world are kept. Colleagues around the world added their voices to thousands of others, to demand that leaders listened and took action to end this completely preventable and treatable disease.

 Malaria Must Die campaign



£250k

Funds raised in the past 9 years in support of MNM

£150k

Target funds to be raised in 2021 in support of MNM



Hygiene education in Asia

Rentokil Initial’s Better Futures community health initiative was first launched in 2013 and continues to develop projects to deliver basic health and safety education across Asia, including India, Malaysia and Indonesia.

Since its launch, more than 27,000 people have participated in these education events supported by volunteer colleagues from local branches.

In 2020, Better Futures arranged a series of virtual events to maintain the important hand hygiene message during the pandemic lockdowns. In India, 865 people benefited from the delivery of education and training modules, with schoolchildren particularly enjoying the revamped animated videos.



Role	2015 to 2020
# Children taught	+15,500
# Adults taught	+12,300
	Over 27,800
# Events / modules taught	+440
# Teachers trained	+440
# Volunteers supporting events	+1,000

Protecting rainforests

Since 2018, Rentokil Initial has been in partnership with Cool Earth, the climate change charity which works alongside rainforest communities to halt deforestation. It sets up community-led partnerships, which aim to help villages in the frontline of rainforest destruction to build sustainable livelihoods, so that local people benefit more from keeping the forest standing, than clearing it.

During 2020, we continued to support projects in Papua New Guinea and have also taken our first steps in Cameroon and Mozambique.

Through the Company's partnership with Cool Earth, around 1,700 acres of rainforest in Papua New Guinea, Cameroon and Mozambique alone will be protected, preventing the release of CO₂ from deforestation, equivalent to our global carbon footprint from vehicles and properties.

The programme in Papua New Guinea is also part of the UK's flagship dedication to The Queen's Commonwealth Canopy – a prestigious global initiative of forest protection and ecological conservation.



Examples of support:

- In Papua New Guinea, the community had great success with the water, sanitation and hygiene programme activities. Three community members received training to build long-drop toilets and flood-resistant waste systems, and we have also provided much-valued clean water tanks which support community health
- There have also been encouraging results from agroforestry programme activities in Cameroon. Up to 5,000 additional cocoa and fruit trees have been added to Rentokil Initial-funded nurseries. During community interviews, 157 households within the supported communities indicated no further need for using forests for farmland expansion



- The beekeeping programme in Cameroon has also had successes in 2020, with 53 new members from the supported communities receiving follow up training on bee farming. Out of 214 beehives installed, a total of 145 have fully colonised and are awaiting the first harvesting of honey

This year, Cool Earth also launched a crisis Rainforest Resilience Fund to help local partners and community members during the Coronavirus pandemic, when the cost of goods increased significantly. To ensure that 100% of the Rainforest Resilience Fund went directly to families in need, RI Cares underwrote the operational costs for this appeal. In 2020, we made donations to the value of £62,846 (2019: £54,000) to Cool Earth.

United Nations 2030 Agenda for Sustainable Development

Cool Earth recognises the significance of the United Nations 2030 Agenda for Sustainable Development, including the 17 Sustainable Development Goals (Global Goals) and has closely aligned its programme activities with 11 of these goals and their targets.

Cool Earth is working with Rentokil Initial to invest in the practical realisation of high-level, ambitious SDGs at a local scale with its partners.

The SDG programme makes a significant contribution to Climate Action (13) through the emissions reduction achieved by rainforest protection, as well as Alleviating Poverty and providing people with access to Clean Water and Sanitation.

A full report is available here:

 [Cool Earth X Rentokil Initial 2019/20 review](#)

Supporting the Daintree Rainforest

In addition to our work with Cool Earth, the Company has a long-term partnership in Australia with Rainforest Rescue's Daintree Buy Back and Protect Forever Project. Started in 2006, Ambius is a Silver Sponsor. Over the last two years colleagues have helped to plant 1,200 trees to regenerate damaged parts of the rainforest.

By supporting Cool Earth's approach – working with local communities in the rainforests – Rentokil Initial is ensuring local voices are at the forefront of all conservation decisions. Smart investment in sustainable livelihoods in Papua New Guinea, Mozambique and Cameroon is enabling communities to help themselves and plan for the future. Increased resilience and improved capacity help to ensure that local peoples' carbon-rich rainforest is kept standing strong.

Matthew Owen
Director, Cool Earth

Local community support & investment

RI Cares supports local communities across our multi-local business. Each region has an ambassador who coordinates the fund to match colleagues' efforts locally, and to commit financial support to those local charities which Protect People and Enhance Lives, in line with the Company's social purpose. Community activity is coordinated, monitored and reported (with an approval process for funding) through the RI Cares committee, has clear rules and policies, and results are communicated across the Company.

Our largest ever donations in-kind campaign: #sharethelove

On 12 May 2020, we launched a multi-local initiative called #sharethelove with the target of creating 100 local community events around the world – donating Disinfection and Hygiene services to healthcare workers, emergency service facilities, care homes and many other organisations – to say thank you for their service during the pandemic.

The programme enabled our colleagues to thank their local organisations in a globally coordinated way under the #sharethelove banner, reflecting our purpose of Protecting People and Enhancing Lives.

Even in the toughest of times, we were determined to demonstrate our values and our commitment to our global communities. We received an outstanding response from our colleagues and delivered a total of 276 events in 38 countries, supporting over 8,000 people in the communities – far exceeding our initial expectations. Around 1,650 colleagues were involved, each giving around four hours of support in total.

The primary impact of the programme on local communities was immediate support at a time of crisis, where funding and resources were limited. Examples of what we delivered include: Free Disinfection services to selected care homes and emergency service facilities; 'hygiene hampers' (soaps and sanitisers) to local healthcare facilities; free pest control treatments to medical facilities and day care centres for the elderly; and donations of hand soaps and sanitisers to local emergency workers.



#sharethelove

Local examples of support:

- **Portugal** – we donated Disinfection services to two hotels in Lisbon, which, while closed for business, have been supporting hospitals, doctors and nurses involved in fighting the pandemic
- **Italy** – we donated Disinfection and deep clean services to Dynamo Camp, a recreational therapy camp – and the first of its kind in Italy – that hosts children who are sick, in therapy, or recovering in a post-hospitalisation period
- **Chile** – our teams performed specialised Disinfection services in critical locations in the community, including a recreation room for children of the workers of the Roberto del Río hospital, and in the premises of a Foundation called Fundación Santa Clara in Santiago, that supports children with HIV
- **Sweden** – our colleagues helped to produce protective equipment for medical staff
- **North America** – colleagues took part in over 80 events to say thank you to their ‘hometown heroes’
- **China** – colleagues donated Disinfection services and hand sanitiser to nursing homes and emergency workers
- **Thailand** – colleagues donated disinfection treatments in places of worship and temporary dormitories for medical workers
- **South Africa** – colleagues donated a range of Pest Control and Hygiene services to children’s homes and care centres
- **Saudi Arabia** – colleagues provided pest control and Hygiene services to care organisations
- **Belgium** – colleagues provided hand sanitisers to Moeders voor Moeders – a charity which helps mothers in need



Global Handwashing Day

The importance of hand washing was, of course, one of the biggest messages given by governments around the world in 2020. Therefore, Global Handwashing Day, an annual event in October to raise awareness of the importance of good hand hygiene, was given extra importance in 2020 with colleagues participating in over 25 events around the world. Around 150 colleagues were involved, each giving around four hours of support.

Local examples of our support:

- **Brazil** – colleagues marked Global Handwashing Day at the Jose Eduardo Cavichos House, an incredible charity that supports children with cancer. The team demonstrated the correct steps on how to wash hands and spent time with the children playing some fun activities. They also donated and installed soap dispensers and a no touch dispenser stand with hand sanitiser in the main entrance

- **Uruguay** – our teams prepared a fun, educational game called Anna's Hands, where two colleagues dressed up as giant 'hands' to teach the children at the Early Childhood Care Centers in Montevideo how to properly wash their hands
- **Bahamas** – we created an educational video which was seen by 300 children across the Bahamas at Boost Academy / St Anne's School and used by the Ministry of Education
- **Vietnam** – we visited two schools to provide an educational session about the increased importance of good hand hygiene. Each child received a kit which included hand sanitiser, a zip lock folder and an activities book
- **Hong Kong** – colleagues volunteered to partner with the charity Habitat for Humanity, to provide complimentary pest control services for the elderly in Chai Wan and Tseung Wan, and donated over 500 bottles of hand sanitiser. We also donated 500 hygiene kits for people in need from the charity

- **Portugal** – we supported the Gil Foundation, which fosters the wellbeing of children – providing training on the importance of hand hygiene and donations of hand sanitiser
- **Turkey** – we supported eight schools with donations of hand sanitiser dispensers, hand soap, posters and activity sheets
- **South Africa** – colleagues ran educational sessions with schools and engaged with patrons of a shopping centre; hands, bags and mobile phones were swabbed to see how clean they really were
- **India** – we conducted a drawing and painting competition for our colleagues' children with the theme 'Coronavirus and Handwashing', with over 130 entries
- **Jordan** – we visited the Mada International Academy in Amman, where we gave a training course on hand hygiene to 20 students all aged six years old, and donated hand gel



Other local community initiatives in 2020

Partnering with Liverpool FC

As part of Global Handwashing Day, colleagues came up with a ‘premier league’ idea to donate spare alcohol hand rub (70% alcohol ‘sanitiser’) to charities. Step forward Liverpool Football Club and the community relations team at the LFC Foundation. With great contacts with charities throughout the local area including the North Liverpool Foodbank, the club was able to arrange much-needed deliveries.

☺ Thank you to Rentokil Initial for the donation of several pallets of bottles of hand sanitiser. The LFC Foundation and Red Neighbours teams will distribute the sanitiser to community groups, schools and participants on our programmes across North Liverpool and beyond. It will help those who receive it to stay safe and especially fitting that it will start to be distributed on Global Handwashing Day. ☺☺

Matt Parish
Head of Foundation, Liverpool FC



Supporting The Brit School

As part of our ongoing support, we provided £10,000 to The Brit School, a UK charity to whom we also provided mentoring support as part of developmental training initiatives. We also sponsored their Community Arts students’ online Christmas production – streaming a bespoke Christmas show to primary school children and other vulnerable people in the community during lockdown.

£10k

Funds donated to
The Brit School



A helping hand in Asia

In Indonesia, colleagues created and sold special RI Cares T-shirts with 100% of the profits going to a local care home for people with disabilities due to industrial accidents. Over 500 T-shirts were sold and, with RI Cares matched giving, over £2,000 was donated to the charity.

In support of colleagues' interest in local communities, direct donations were also made to the Princess Sirindhorn Craniofacial Centre in Vietnam, the Jing Chuan Child Safety Foundation in Taiwan, the Angels Orphanage and Kritigyata Trust in India and the Pusat Ehsan Learning Centre in Brunei.



Donations to support our colleagues' own efforts

Other matched funding donations have been made to charities, reflecting the passion of colleagues, including: Save the Children, Oxfam, Alzheimer's Society, Macmillan Cancer Support and the Royal Marsden Hospital. Our Community Involvement Policy sets out our principles for positive engagement.

Total charitable cash donations:

2020	£184,000
2019	£206,000
2018	£202,000
2017	£213,000
2016	£171,000

This excludes the provision of value in-kind and management time which were significant in 2020, and colleague-generated donations and efforts.

Response to national disasters

Over the last ten years, the Company has supported many local communities at times of crisis, including the earthquakes in New Zealand and Indonesia; flooding in northern Thailand; the devastation caused in Kerala, India, from monsoon flooding; the widespread devastation across Fiji from Cyclone Winston; and the more recent hurricanes in the USA and Caribbean. During 2020, the Company made a donation from RI Cares to the Beirut Emergency Appeal.

At the start of 2020, Australia suffered some of the worst bushfires on record. We were extremely proud of those colleagues who are reserve firefighters and who volunteered to support their communities. We provided payment of unlimited Special Leave when they were called upon to assist during the emergency.

