

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.