



# The Peel Group - Charitable Activity

Over the last 20 years, Peel has donated almost £20 million to a wide range of causes that are close to the hearts of our employees. We look to collaborate with charity partners that make a real difference in our local communities.

Peel has a proud history of supporting health-related charities. This includes a donation of £1 million to the Royal Manchester Children's Hospital Charity and ongoing work with the Christie Cancer Appeal. We are pleased to have been able to support Sparks, the medical research charity, with a three year partnership which raised £92,000 funding medical research into the prevention, treatment and cure of all conditions and illnesses affecting children, babies and expectant mothers.

Peel employees identified cancer and young people as the two key areas they would like to see benefit from Peel Group support. As a result of this, three primary charity partners have been selected to benefit from Peel's charitable initiatives:



## The Christie Charitable Fund –

Peel was the first business to support The Christie's campaign to raise £5.6m for dedicated research into the new proton beam therapy (PBT) cancer treatment which will take place in their new PBT Centre.



## Once Upon a Smile –

based close to Peel HQ, this charity helps to support families who have lost a child or parent, through children's bereavement support and respite breaks.



## Child Action North West –

who work with 8,000 vulnerable children, young adults and families in the North West. Peel support ensures the 12 week adventure sports programme can be delivered.



**£1 million**  
donated to the Royal Manchester Children's Hospital Charity. Ward opened using the Peel name in 2001



**£100,000**  
fundraising target for Alder Hey Children's Hospital



**£135,000**  
donated to local charities in Liverpool



**£80,000**  
donated to local communities from Doncaster Sheffield Airport Community Fund



# The Peel Group - Charitable Activity continued...



**£12.5 million was donated to the iconic Imperial War Museum North in Salford Quays**

Peel's operating companies have many active charity partnerships, supporting excellent causes within their communities.

Liverpool John Lennon Airport has launched its #LJLALoves branding to cover its charitable activity, including raising £100,000 for Alder Hey Children's Hospital in Liverpool. Doncaster Sheffield Airport also has its own Community Benefit fund for the local community in the surrounding areas. Both airports also have very active firefighting teams who regularly volunteer their time to raise money for charitable causes, one of the most innovative being a fire fighters calendar which raised £8,000 for two local charities.

The Peel Ports Mersey 500 Fund donates awards of up to £500 to local charities, to assist in their development and service offering to communities. Managed by the Community Foundation for Merseyside on behalf of Peel Ports, the fund has donated over £135,000 and helped over 300 groups to date.

In addition to donations, Peel employees always find innovative and challenging ways to add to the fundraising. The first ever swim of the 36 mile long Manchester Ship Canal, competing in the Marathon des Sables (a 156 mile run across the Sahara desert) and the Arch to Arc Challenge (a triathlon-based event from London to Paris) are just some of the extreme challenges that have helped raise further funding for Peel's charity partners.



Peel had an integral role in establishing the Property Triathlon North in 2015, which is held around MediaCityUK. There had been a successful Property Triathlon in the South for some time and the intention was to replicate the event in the North. The positive response and feedback on the event ensured Property Triathlon North's regular place on the calendar. Since 2015 the event has raised over £50,000 for charity.

The annual charity fundraising day at Peel Dome is a much anticipated event where departments compete to raise the most money. In 2016, the event raised almost £8,000, which the Group topped up to £15,000, for Once Upon a Smile.



**The Peel Group has donated almost £20 million to charity since 1996**

