



**Hanley**  
ECONOMIC  
Building Society



## **Community & Charity at Hanley Economic**

The Hanley Economic Building Society was founded in 1854 and as history shows the origin of Building Societies was to allow a local community to save together and from these savings pay for a home to be built for one other.

This enabled “local communities” to live, work and grow in a vibrant and safe environment. Helping one another and the local community is an integral concept of the Hanley Economic Building Society.

Hanley takes its name as one of the six towns that created the city of Stoke on Trent and the Society have a long history of working with various charities, schools and groups within this city.

Throughout the year our head office and branch network staff support various good causes, both through fundraising and volunteering. As community is important to us we have made a commitment to our staff to allow them four days paid leave per year for local volunteering work. This represents up to three hundred and twenty days per year.

The Society’s four charities chosen for our community strategy for 2018-2019 are;

### **Douglas Macmillan Hospice**

#### **Alice Charity**

**YMCA**

**ARCH**

## Our Charities...



### Douglas Macmillan Hospice

Over several years, the Society has created a partnership with local charity, the Douglas Macmillan Hospice. It is known affectionately in the local community as 'Dougie Mac' and they provide free end of life care to anyone over the age of 17, facing a life limiting illness. The Hospice needs to raise in excess of £11.8m per year with over 75% of this income generated through voluntary donations.

Although we have been supporting Dougie Mac for many years, we soon recognised that we were able to do so in a larger capacity and our aim was to be able to develop an income stream to support the Hospice.

In 2013, the Society and the Hospice a great platform to launch the 'Dougie Mac Saver Account', an account dedicated to raising funds by encouraging existing and new customers to open an account where 0.5% of the annual balance would be donated back to the Hospice.

Our original three year forecast was to reach 356 accounts with a donation of £21,000 in total; however we surpassed this with a donation of £22,306 in our second year. Now with over 600 accounts opened the overall donation surpassed £100,000 in July 2017. In 2018, the amount donated for 2018 is £32,450 and the account has an overall total of over £136,000 to date.

The Hanley is also the main sponsor of the local half marathon (Potters 'Arf) which takes place in the city centre each year. The Hospice works alongside The Hanley, other sponsors and the race organisers to coordinate the race. The charity benefits financially from runners' sponsorship money and unused organisation funds donated by the Potters 'Arf. During year 1 of the half marathon, the Dougie Mac sponsorship income increased from £8,320 to £27,991 and since then over £160,983 has been donated via individual sponsorship.





## Alice Charity

The latest statistics show that 17% of all children living in Newcastle-Under-Lyme a local Borough in North Staffordshire, and 25% of all children living in Stoke-On-Trent reside in low income families.

It is widely acknowledged that a childhood spent in poverty adversely impacts education, occupation, income and ill health.

Alice Charity's objective is to transform families, empowering those most in need so as to improve their own circumstances for both this generation and the next. To ensure that long term sustainability for families, is provided and that an accessible service is produced that builds confidence, allowing a family to take control and find purpose within the family.

The support they provide to families directly targets these areas of concern; their services include skills improvement in parenting and budgeting, well-being services. They signpost families to different specialists if they are needed, arrange emergency food parcels, as well as essential equipment distribution.

---

## YMCA



The YMCA is the largest provider of safe, supported accommodation for young people in England and Wales. They offer more than 9,100 beds, which includes everything from emergency accommodation through to supported longer-term housing and youth hostels. Their philosophy of supporting young people holistically means they provide not only a bed but also help a young person gain the training, skills and confidence to go on to lead independent lives.

The North Staffordshire youth campus is regarded as one of the best YMCA centres in the country. More than 1,500 people use the campus every month from a wide customer base – young people, families, children, community groups, sports teams, vulnerable adults and youth clubs – because they find support and encouragement there.

The campus is a place where young people, families and communities can gain access to services and resources that will help them develop a better future for themselves and others. They believe every young person can be a force for good, given the right opportunities, encouragement and support to give them the best life chances possible.



## ARCH North Staffs

Arch works in North Staffordshire and surrounding areas supporting adults, children and young people on a mission to tackle domestic abuse, help end homelessness and promote social inclusion.

They provide supported accommodation to people aged 16-65 who are homeless, at risk of homelessness, or want to live in their own home and need some support to maintain their independence. Last year, they gave 1,000 people advice, information or accommodation to avoid or deal with homelessness. They also supported over 150 care leavers to develop the skills and resilience to live independently.