



CHARITABLE DONATION TO INTERNATIONAL CHARITY

As part of our ongoing commitment to responsible business practices, a £92 account credit was donated to The Africa Trust following correspondence with AquaAid. After a deposit applied to the account resulted in a remaining credit balance, the option was provided to either receive a refund or donate the amount to charity. We chose to donate the full balance, contributing to The Africa Trust's work in delivering sustainable solutions to poverty, including access to clean water and sanitation in communities across Africa. The donation directly supports essential infrastructure projects, such as the installation of water wells, which provide long-term, life-changing benefits to communities in need.

Project
Supporting Clean Water Initiatives in Africa

Location
Africa

Community Partner
AquaAid

Social Value Theme
Community Support,
Global Responsibility

What we did:

- Reviewed account credit following deposit reconciliation.
- Chose to donate the remaining £92 rather than request a refund.
- Supported AquaAid's partnership with The Africa Trust.
- Contributed towards clean water and sanitation projects in Africa.

Social Value Impact

Support for communities in need

- Helped fund access to clean, safe drinking water.
- Contributed to improved living conditions and reduced poverty.

Health & wellbeing

- Supported initiatives that reduce waterborne diseases.
- Improved hygiene and sanitation for vulnerable communities.

Global responsibility

- Demonstrated commitment to ethical and socially responsible decision-making.
- Supported international development through trusted charitable partnerships.

Responsible and caring business practice

- Made a conscious decision to reinvest surplus funds into a meaningful cause.
- Reinforced a culture of giving and social responsibility within the organisation.