

Waitrose Community Matters

If you've visited Waitrose you'll know that customers receive a token to place in a box of the good cause they'd most like to support. The more tokens a cause gets, the bigger the donation they receive. Each month every Waitrose branch donates £1,000 (£500 in Convenience shops) between 3 local good causes.

Each branch has a Community Matters Champion, who finds out about potential beneficiaries. Since its launch in 2008, Waitrose's, Community Matters initiative has donated over £3 million to a wide range of charities and community groups. Pick up a leaflet in the store most local to your organisation.

Online, Waitrose.com also shares a donation of £25,000 between 3 national causes. After checkout, customers are asked to vote for one of the national causes Waitrose are supporting. Each cause will receive a share according to the number of votes.

UK-registered national charities can be considered for the Community Matters Online initiative by posting an application on headed paper for consideration to:

Waitrose Community Matters Team
Waitrose Limited
Doncastle Road
Bracknell
Berkshire
RG12 8YA

Give a brief outline of the work your charity does along with details of any current projects that you are seeking funding for. This should be no more than one side of A4. The Community Matters Team will then only contact you if your application is successful or if they require further details.

For more information:

http://www.waitrose.com/content/waitrose/en/home/inspiration/community_matters.html