



## Donation Guidelines

The Trust was set up with a view to helping people or organisations living or based in the South West who would not normally be able to get help from larger charitable organisations or have the means to be able to raise funds themselves.

Our donations committee, which meets 4 times a year, reviews all requests and decides the outcomes based on the facts provided, supporting materials and information, as well as past histories, if any.

Within our remit, we do not readily donate to large national charities as they have their own fundraising infrastructure, with money being added to a central pot which does not necessarily benefit local individuals specifically.

As a rule, we do not assist people raising money through various activities, such as sponsored walks or running a marathon, as we prefer to give the money to the charity or recipient directly.

We do, however, support big regional campaigns such as Children's Hospice South West and the Mermaid appeal as these have a direct impact on the local community.

The main basis for the Trust is to support local campaigns for local organisations designed to help people in need or to support individuals in need themselves.

In general, requests for community projects such as playgrounds or community buses would not be supported as the Trust has always felt that these people were likely to be able bodied and capable of getting together to support themselves.

Requests that are viewed more positively by the Trust include local people in need who do not have access to charity donations in the normal way. This would cover families with a terminally ill child, a severely disabled person who needs a specialist wheelchair or simply a family who need an I-pad to enable their disabled child to communicate. The more facts and proof that can be provided to support the need, the more chance any request has of being funded.

Other local initiatives that would normally be supported include food banks for local residents or charitable organisations providing services for the disabled or for those in need.

Whoever the recipient and whatever the amount donated, we will always seek the permission of those we support to talk about our Charitable Trust and the support we give. This way, not only can we encourage team members and customers to create their own events and activities to raise money for the Trust but, more importantly, raise its profile to make more people across the South West aware of the St Austell Brewery Charitable Trust, the good it does in the community and encourage them to ask us for support.

