

# Supporting our communities 2015/16 summary



We're using our expertise to strengthen communities by building technical know-how, getting young people ready to work, and supporting good causes that our people and customers care about.

As the UK's leading communications services provider, we can make a real difference to communities across the UK and around the world. With our tech literacy programme, we're kick-starting a culture change to help people understand how technology works and why it's so important.

We aim to improve teaching in computing and tech skills for 5 million children by 2020. And we're helping young people develop the skills and experience they need to get their first job.

Our technology, expertise and volunteers have helped raise millions of pounds for good causes. This helps charities, communities, and us too. Our people get the chance to develop skills and make a difference. And we become a stronger, more engaged organisation that gives back to our communities.

## Our 2020 ambitions

Help 5 million children receive better teaching in computing and tech skills

5m

Helped in 2014/15 school year

344k

Use our skills and technology to help generate more than £1bn for good causes

£1bn

Generated since 2012/13

£327m

Inspire 66% (two-thirds) of BT people to volunteer their time and skills

66%

Volunteered in 2015/16

27%



## Promoting tech literacy

In the 2014/15 academic year, we've helped 344,000 children receive better teaching in computing and tech skills.

600

## Getting young people Work Ready

Our Work Ready programme has already helped more than 600 young people complete traineeships and work placements at BT. This helps them learn useful skills and demonstrate they have experience when applying for jobs.

## Changing lives through sport

BT Sport customers donated nearly £1.6m to The Supporters Club, which uses the power of sport to change lives. This provided grants to nine charities in the UK and around the world.



## Supporting good causes

We helped our four main charity partners – BBC Children in Need, the Disasters Emergency Committee, NSPCC ChildLine and Comic Relief – raise nearly £33m for good causes this year. Overall, charities raised £60m through MyDonate, our not-for-profit online fundraising and donation platform.

“

MyDonate has saved us over £400,000 since 2011. That's the equivalent of funding over 230,000 children in rural Tanzania getting a hot lunch every day.”

**Tom Law**  
Head of Communications, Childreach International

## Getting involved through volunteering

More than 27% of our employees volunteered almost 45,000 days of their time to support charities and communities.



## Promoting tech literacy



Since we introduced Barefoot, teachers and kids have been growing in confidence. The workshop definitely helped to build on skills, and the resources aided our teachers in understanding the vocabulary of the new curriculum.

The Barefoot session has improved teachers' skills, and the confidence of every teacher has increased.

The kids are engaged, they like the variety, they love the resources, and they've picked up on the teachers' confidence. The kids are using more technology in their homework and are really excited by computing.

The programme broadens the curriculum and, for those that aren't using it yet, they will find it indispensable. It gives the opportunity to use skills required by the curriculum."

**Richard Williams**

Computing coordinator at Holbrook Primary School near Ipswich



## Chairman's Volunteer of the Year Award winner: Changing lives in the Himalayas

Ashish Dabral is a project manager at BT in Gurgaon, India. He's used his expertise to set up a centre for underprivileged students in the remote Himalayan state of Uttarakhand, 300 kilometres away. There, they can learn technical skills that will help them get a career.

Ashish travels more than 20 hours to teach the students in his own time. Since 2014, he has trained more than 70 students in computing and other skills. This year, he won a Chairman's Award for his efforts and used the award grant to build new classrooms to help more students.

"Born and brought up in a Himalayan village called Timli, I experienced the daily struggle for survival in a remote area with limited resources," he said. "Somehow, I managed to graduate and reach a point where I can give back to society."

## Finding a home in football with Homeless FA

Homeless FA aims to give homeless men and women in England opportunities through a dedicated national football association for those who have experienced homelessness. We teamed up to support the organisation in 2015/16 with a grant from The Supporters Club.

More than 300 people who've experienced homelessness took part in football training and the best players had the chance to go to Amsterdam to compete in the Homeless World Cup.

One team member, Hannah, found that getting involved in the training gave her a new sense of purpose: "The Team England programme has given me a wakeup call. I know there is more to life than thinking you're a failure. I believe in myself now!"

Hannah is pursuing her passion for coaching and she's now completed her FA Level One Coaching qualification.



## Bringing wi-fi to refugees in SOS Children's Villages

Thousands of refugees crossed the Serbian-Croatian border in 2015 on their way into western Europe. With massive strains on resources and aid, we helped by providing wi-fi hotspots and IT equipment to three camps on the refugee route through Serbia, set up by the non-governmental organisation SOS Children's Villages. The wi-fi hotspots were used by around 105,000 refugees, with over 1 terabyte of data being transferred in just three months.



BT offers us great support in emergency situations through the establishment of ICT Corners in refugee camps in Serbia, where refugees can communicate with their families and get support via the internet to continue their journey."

**Thomas Rubatscher**

International Director of ICT in SOS Children's Villages

