



## ***IKEA Wednesbury***

### ***Guidelines for Community Support***

#### ***Our Vision and business idea.***

At IKEA our vision is to create a better everyday life for the many people. Our business idea supports this vision by offering a wide range of well-designed, functional home furnishing products at prices so low that as many people as possible will be able to afford them.

At IKEA Wednesbury we are dedicated to giving back to the local community while being regarded by our customers and co-workers as a socially responsible company. IKEA Wednesbury is proud to support selected organisations in the following areas:

- ***Children***
- ***Environment***

#### ***Goal of the programme***

##### ***Children***

At IKEA, "*children are the most important people in the world*". We will focus our activities in the local community on helping children achieve their fullest potential by supporting their learning and development. Save the Children and the IKEA Social Initiative co-operate internationally and locally, and have a long relationship working to prevent child labour. As the world's largest independent organisation for children, Save the Children works to secure and protect children's rights to food, shelter, healthcare, education and freedom from violence, abuse and exploitation. IKEA is also in partnership with The United Nations Children's Fund. It focuses on issues affecting children in countries all over the world including child protection, child survival and development, basic education, gender equality and HIV/AIDS. The IKEA Social Initiative has supported UNICEF programmes for more than a decade and has a corporate partnership with the organisation, working at an international and local level.

##### ***Environment***

*"Low prices, but not at any price."* Our community relations programme should have a positive impact on the local environment. At IKEA, we shall always consider the environmental impact of our business; IKEA Wednesbury is measured on its environmental responsibility. The IKEA Group and WWF co-operate to promote responsible forestry, environmentally friendly cotton cultivation and reduction of CO<sup>2</sup> emissions.

## **Corporate Partners/Chosen Charities**

IKEA U.K. works with its own corporate partner which is The Woodland Trust. Every time an IKEA Family Card is swiped one square foot of forest is created on a Woodland Trust site near to the store the card was swiped in. This is a cause particularly close to IKEA as wood is the biggest natural resource used in our processes. England has the lowest amount of woodland out of all of the countries in Western Europe.

IKEA Wednesbury chooses a charity local to the store to support through-out the year. Over the last two years we have been proud to support Birmingham's Children Hospital improving the experience of children and their parents during their stay. This is just one of the ways in which we are helping "to create a better life for the many people".

Schools, colleges and community projects benefit from donations of various materials from wood and textiles to paint.

### ***How do we choose our partners?***

#### ***Our partnerships***

The IKEA Group co-operates with companies, trade unions, NGOs and organisations to develop and reinforce the impact of our work within local community. From a social perspective IKEA's Social Initiative has partnerships with UNICEF and Save the Children. From an environmental perspective the IKEA Group has a partnership with WWF (the global conservation organisation).

Through these partnerships we focus on improving children's rights and the environment. In order to maximize the positive impact that the scheme has on the local communities we serve, IKEA Wednesbury will focus on:

- Partnerships with organisations whose primary focus are children.
- Projects where we can make a real difference.
- Programmes where we can take an active role and utilise IKEA expertise and product.
- Local community initiatives where the IKEA store is located.
- Programmes that promote diversity, and include as many people/children as possible.
- IKEA Wednesbury will only support organisations that operate in accordance with our non-discriminatory policy.

***Because our resources are limited, IKEA Wednesbury has defined criteria for requests that we do NOT fund. Typically, they include:***

For-profit organisations

Individual requests (requests that directly benefit one person)

Religious (or for religious purposes), trade union or political organisations

Organisations whose services are not provided local to IKEA Wednesbury

Third party organisations raising funds for a charity, unethical organisation or ones known for discriminative acts.

***When evaluating proposals we will consider the following priorities:***

- \* Does the scheme match well with our IKEA vision?
- \* Are you a charity registered organisation?
- \* Does the scheme support local children and encourage diversity?
- \* Does the scheme support the local community or environment?
- \* Can we use our design know-how and IKEA products?
- \* Can we involve our energetic IKEA co-workers?
- \* Have a local focus and are within a defined catchment area of the store.
- \* Request donation of recycled goods to schools.

### ***What happens next?***

IKEA Wednesbury reviews applications monthly (please take this time frame into consideration when applying for a specific program or event), and from this point several steps may be taken:

The application may be turned down if it is not in harmony with the goals and priorities of the Community Support Programme.

Due to the volume of requests, we ask that you DO NOT follow up with a phone call.

The organisation may be asked to provide additional information.

A meeting may be arranged between IKEA and your organisation in order to begin a more detailed review of the proposal.

***Please note that due to the volume of requests that we receive, only those organisations that we feel best fit our criteria will be contacted. We appreciate you taking the time to complete our application and wish you all the best with your organisation.***

### Privacy Statement

For further information on our policy towards maintaining privacy and security, visit [www.ikea.com](http://www.ikea.com).

### ***How to Apply***

If your application is in accordance with the guidelines, please follow the steps below:

1. Complete, in full, the Community Support Programme application form below.
2. Email completed application, along with relevant supporting documents to:

[dl.uk.charityapplication@ikea.com](mailto:dl.uk.charityapplication@ikea.com)

### ***IKEA Wednesbury Community Support Programme***

### ***APPLICATION FORM***

Before completing this application we ask that you review the pages that outline IKEA's focus and priorities when developing charitable partnerships in our local communities. In order to help us make a well informed decision we ask that you complete ALL sections of this application.

### ***ORGANISATION INFORMATION:***

Date of application: \_\_\_\_/\_\_\_\_/\_\_\_\_

Legal Name of Organisation:

Reg. charity no. (if applicable)

Contact Name and Title:

Full Address:

Phone Number:

E-mail:

Fax:

Programme/event title:

Programme/event dates:

We look forward to hearing your ideas for an exciting partnership and how you see IKEA playing an active role in your project. Please attach an outline of the concept of your organisation's project (10 pages max) and then answer the following related questions.

***Please provide the following:***

What are the key objectives of this programme and how do you think IKEA can help?

In partnership with IKEA, what resources, time, commitments, and/or assets will your organisation be contributing to this project?

Please indicate which of the following commitments from IKEA Wednesbury are needed to make your programme/event more successful:

**Product donation (list items), services (if applicable)**

Your organisations aim/mission statement