

CORPORATE AND SOCIAL RESPONSIBILITY

2023





Introduction

At Imagination, we remain committed to supporting our local and global communities by doing positive things that support those most in need.

During 2023, we sadly had to scale back our CSR activity compared to that in 2022; however, our people's passion and commitment remained strong.

Our people continued to amaze us with their support for good causes and I would like to thank them for all their contributions made during the year.

As you read this report, I hope you get an insight into our culture and commitment to our various CSR initiatives.

John Richardson

General Counsel & Company Secretary,
and CSR Executive Sponsor

Our Approach Charitable Giving and Supporting Good Causes

At Imagination, our approach to supporting charities and good causes consists of three elements:

Making a difference together. Through our CSR team, Imagination identifies charities that our people want to support. We work with these charities, either supporting their events or creating our own, fund matching up to £10,000 per event.

Doing good on your own. We appreciate that our people often have strong affiliations to certain charities, typically due to personal experience or the experiences of those close to them. We want to support our people in doing good, and so for any independent fundraising, Imagination fund matches up to the value of £250 per employee per year.

Supporting our local communities. We want to help our local communities, whether it is through supporting local events, litter picking, volunteering, championing the environment, talking in schools or something else. We encourage all employees to share ideas as to how we can continue to be good citizens and make a difference to those around us.

Numbers

While the numbers aren't the most important part of this report, we do believe in transparency. We also want to celebrate the efforts of our amazing employees.

Company donations	£27,078.42
Employee fundraising	£579.00
Company fund matching	£1,065.00
Total	£28,722.42

MAKING A DIFFERENCE TOGETHER



DENS



Our relationship with [DENS](#) started at the very beginning of our CSR journey back in 2021 and we have built a strong relationship with the charity, and a real appreciation for the difference it makes.

DENS is a homeless charity for people in Dacorum, Hertfordshire England, near Imagination's headquarters in Kings Langley. DENS does so much more than just provide a roof and a bed for those in need. It aims to be the first port of call for people in Dacorum who are facing homelessness, poverty, and social exclusion; to support and empower them to take the next positive step in their lives.



DENS ensure individuals have access to temporary and short-term accommodation, and individuals and families have access to emergency food and provisions through their food bank. They provide accommodation options to support people to move on and sustain their own tenancy as well as provide advice and training; empowering people to develop their skills and build confidence.

During 2023 we supported DENS in multiple ways:

- ▲ Giving Tree. At Christmas we had a Giving Tree in our Kings Langley office for employees to "buy a bauble" to hang on the tree. The baubles have a monetary value and Imagination fund matches the total raised by our employees. This year our employees raised £315.00, taking it to £630 with the funding matching. The funds were split between DENS and The Akshaya Patara Foundation.
- ▲ DENS Duathlon. In January DENS organised its first Duathlon with participants running 5k, cycling 20k and then running a further 2.5k. DENS wanted to offer refreshments to those taking part and spectators; however, they were let down at the last minute. Imagination stepped in and covered the cost of the refreshments, ensuring all the funds raised by the event went to the charity.
- ▲ Business Partner. With fundraising happening on an adhoc basis, it can be hard for charities to budget. Imagination continued to be a business partner, donating £100 each month during 2023, helping the charity to better budget during the year.
- ▲ Sponsored Sleepout Sponsorship. The Sponsored Sleepout is DENS flagship fundraising event, which takes place each November and sees people sleeping out under the stars. To ensure all the funds go directly to the charity, Imagination sponsored the event for a third time at a cost of £2,000.
- ▲ Food Bank Donations. The team at Imagination arranged for various donations to DENS food bank, helping ensure people didn't go without essentials such as canned food and personal care items during the winter months.

The Akshaya Patra Foundation



The Akshaya Patra Foundation (TAPF) strives to tackle the issues of classroom hunger in both India and the UK. By providing free freshly cooked, nourishing school lunches through its Food for Education Programme, the Foundation aims to fight child malnutrition.

Imagination has also worked with TAPF since the formation of the CSR team, and it remains a cause close to our hearts.

UK

In 2023, TAPF took part in the Champions for Children Campaign by The Childhood Trust to raise vital funds for its project, Nourish to Flourish. The Childhood Trust agreed to fund matched anything TAPF raised, with the foundation setting an ambitious target of £25,000. Imagination jumped at the chance to support TAPF, pledging £5,000. TAPF reached their target, means that over £50,000 was raised for the foundation.

TAPF was also a beneficiary of our Christmas Giving tree in our Kings Langley office, receiving £315 from employees "buying" baubles to hang on the Tree.

India

Following Imagination's successful collaboration with TAPF in the UK, we decided to extend this initiative to India.

In India, Corporate Social Responsibility (CSR) is regulated by the Companies Act of 2013, which mandates that companies meeting a specific financial threshold must contribute to social causes. While this donation is a legal requirement, Imagination is deeply committed to making a positive impact through our CSR efforts. We were pleased to contribute £13,250 (₹1,460,000), which was shared between TAPF and Rotary International.

TAPF runs several initiatives aimed at supporting education and combating hunger and malnutrition, particularly among children. They identified a school in Gujarat for Imagination to support. Thanks to our donation, 644 students aged six to 13 will receive a midday meal for 240 days of the year, amounting to 154,560 meals in total.



DOING GOOD ON YOUR OWN



Momentum Children's Charity and Royal Brompton & Harefield Hospitals Charity



Rakesh completed the 2023 London Landmarks Half Marathon on 2nd April 2023 (13.1 miles) in 2 hours and 37 minutes and the London Marathon on 23rd April 2023 (26.2 miles) in 6 hours and 21 minutes.

Why did he do this crazy challenge? Because sometimes it's hard to help or support people you care about because there's not much you can really do for them in their time of need. Rakesh decided to support two charities that had helped his family and friends during their time of need, The Royal Brompton and Harefield Charity and secondly [Momentum Children's Charity](#).

He had run half marathons before so he knew he could do it but wanted to challenge himself and take part in the London Marathon. Every year, with his family, he goes to support those running. They stand along the final stretch just before the last 600ish metres to cheer everyone on, encouraging them to make that final push. He wanted to experience that but always doubted if his body could handle it. Would he make it? Would it affect his physically after? So, after three years of debating, Rakesh entered and got a place.

The Royal Brompton and Harefield Hospitals are specialists in treating two of the world's biggest killers - heart and lung disease. They provided amazing care and support to Rakesh's father-in-law from the time of his diagnosis in 2019 right through his illness until he sadly passed away in March 2022. His father-in-law had always wanted Rakesh to give back to the fantastic ILD team at the Brompton and he had always supported Rakesh during his previous running events.

Rakesh wanted to honour his last wish and give something back to this charity in his memory.

Momentum supports families whose children are facing cancer or a life-challenging condition. Manav, a very close family friend, beat cancer. From coming to the ward to check on him, to learning about his likes and dislikes and then bringing him magazines/comics, to playing on the PlayStation with him, they supported him and his family in any way they could. Small charities have been hit hard by the cost-of-living crisis and he wanted to help.

Rakesh's thoughts on taking part in the marathons, "If I take anything away from this experience, then it would be to have a go. You never know how high you can reach."

Rakesh raised £2,248, with Imagination donating £250.



Rob Shelton - Team Zoe running a Sprint Triathlon for Maggie's



Rob took part in a triathlon to raise money for his dear friend Zoe, who had two life threatening tumours and sadly passed away in April 2023.

In 2020, out of the blue, Zoe, suffered a seizure and collapsed. She received a diagnosis of Glioblastoma, an incurable grade 4 brain tumour.

Zoe endured two brain surgeries, chemotherapy and radiotherapy, immunotherapy in Germany, as well as receiving new and innovative Optune treatment. She also radically changed her diet following new research supporting gut health and slowing cancer. However, following a period of relative stability, an MRI showed her cancer was more active again.

Even in the face of these most difficult personal circumstances, Zoe and her family were committed to giving back and raising funds for the wonderful charity Maggie's, who helped them navigate this truly awful situation.

Zoe and her husband completed a sprint triathlon (yes, with a brain tumour!) to raise funds. Whilst it was too late for Rob to get into triathlete shape, he helped them to raise further funds by completing the 50 miles in the February challenge, along with his wife and baby son George.

Together with the team, Rob helped Team Zoe raise over £8,000, with Imagination donating £250.





SUPPORTING OUR LOCAL COMMUNITIES

We want to help our local communities, whether it is through supporting local events, litter picking, volunteering, championing the environment, talking in schools or something else.

We encourage all employees to share ideas as to how we can continue to be good citizens and make a difference to those around us.

During 2023, we undertook the following local initiatives:

- ▲ **Refurbished laptops.** As in 2022, we continued to donate older laptops that we could no longer use to Ukrainian refugees to help them with various tasks. We donated laptops to children to help them with their homework, and adults to help apply for jobs, and keep in touch with friends and family.



- ▲ **Kings Langley Station Adoption.** Imagination was approached by a group of volunteers that wanted to "adopt" the local train stations and make it a more friendly and engaging place. The group wanted to commission a graffiti artist to paint four murals at the station. A workshop was held with local schools to design the murals. On platform three, the main platform for trains into London Euston, a mural by Kings Langley Senior School was selected on climate change, highlighting that we should be using trains rather than cars. Imagination donated £1,000 to the project, which was matched by North West Trains.

- ▲ **Evergreen Football Club.** Imagination was proud to be a pitch sponsor at the local kids football club for their 2023 Tournament. By sponsoring the event with a £250 donation, Evergreen was able to invest in grassroots football for boys and girls, and make donations to both Mind and the Peace Hospice.



- ▲ **Kings Langley Carnival.**

Each year, the Kings Langley Parish Council organises a community carnival which attracts around 5,000 people and had various stalls, food outlets and entertainment. The local council was not able to provide recycling.

Imagination covered the costs of hiring the bins (£2,700), resulting in almost 100 bins being located around the village common. There were bins for food waste; paper and card; plastic, cans, and tins; and glass. As a result, nothing went to landfill.



During 2023, we undertook the following local initiatives:

- ▲ **Stonewall.** As part of our Pride Month activities, Imagination held a cake sale with the company fund matching. Our people raised £264.00, resulting in a total donation of £528.00. Stonewall is a charity championing for the freedom, equity, and potential of the LGBTQ+ people everywhere.



- ▲ **PlaySkill.** The Great Big Walk for Herts took place on Saturday 30th September 2023, with 12 charities walking the Hertfordshire Way. The 195-mile circular route starts in Royston, moves west to Tring, then south to Kings Langley, and east to Bishops' Stortford, before turning northwards to finish in Royston. Each charity walks between nine and 12 miles.

Playskill, a local charity that provides expert support, training and respite for preschool children who have physical delays or disabilities, walked the Tring to Kings Langley section (15.4 miles). With Imagination House located a short walk from Kings Langley train station, which the charity would be using as end point, Imagination was well-placed to help. We offered Playskill the use of our facilities, including our car park to save participants paying, ensuring all funds raised go to the charities. A small gazebo was also erected for the Playskill team to symbolise the end of their walk and refreshments. Imagination donated £500 to the charity in support their efforts.

- ▲ **India Donation:** In India, CSR is governed by the Companies Act 2013. Upon hitting a certain financial threshold, a donation must be made.

While the donation is not optional, as a company committed to supporting others through our CSR initiatives, Imagination was happy to make the following donations for 2023 / 2024:

- The Akshya Patra Foundation (TAPF): TAPF is a charity Imagination knows well through its CSR outreach in the UK and therefore working with the charity in India made sense. They have various initiatives to help support education, and stop hunger and malnutrition, particularly in children. TAPF identified a school in the district in the state of Gujarat for Imagination to support.
- Rotary International: From literacy and peace to water and health, Rotary International looks to create lasting change. In this instance, Imagination's donation was used to support an All-Women's University in Pune, the location of one of our three India offices.



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