



CORPORATE AND SOCIAL RESPONSIBILITY

February 2023



Doing good, whether in our local communities or further afield, is something that unites us at Imagination.

We care. Not because it's the right thing to do but because it's in our DNA and part of our shared values.

While Imagination has always supported charities and good causes, 2022 was the first full year that we had a dedicated group of volunteers from across the business to drive and direct our activities.

When the group first formed, it was clear that they had a strong sense of purpose. They wanted to work with charities that they could partner with and support, whether raising funds or sharing knowledge and resources and ultimately, see the difference our support could make at grass-root levels.

Thank you to every single Imagination colleague that has contributed to our efforts in 2022 – whether donating, taking part in an organised event, doing something independently, sharing your knowledge and skills or something else. You are amazing. To the business, thank you for your commitment and support, enabling us to help the charities we support achieve wonderful things.

As you read this report, I'm sure you will see the passion and commitment that our people have shown, and I am already excited to see what they achieve in 2023.

A stylized, handwritten signature of David Harold in black ink.

David Harold

Chief Marketing Officer 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 people.

Company donations	£29,547.85
Employee fundraising	£24,718.00
Company fund matching	£18,868.00
Total	£73,133.85

MAKING A DIFFERENCE TOGETHER



DENS

DENS is a homeless charity for people in Dacorum, Hertfordshire England, near Imagination's headquarters. 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.

Imagination's collaboration with DENS started in 2021 when the team was first discussing charities to support. The team had a strong focus to want to work with small, local charities and so we were the corporate sponsor for their 2021 Sponsored Sleepout, as well as becoming a Business Partner and supporting their charity golf day.



Several Imagination employees took part in the 2021 Sponsored Sleepout in November, including some of our team in Romania. For those in the UK, it coincided with a night of snow, sleet, and freezing temperatures. While challenging,

this experience enabled them to understand what it's like to sleep out in the worst of elements. Together, the team raised £5,457.82 and the company fund matching took the total to £10,915.64. We were very proud to learn that one of our employees, Tristan Jones, was the single biggest fundraiser for the event.

With the event taking place post Covid, the charity needed to raise vital funds to carry on supporting those most in need. DENS exceed their fundraising target for the event, raising over £55,000 in total and making it their most successful Sponsored Sleepout to date.

Fast forward to 2022. The team knew it wanted to continue its work with DENS and so jumped at the chance to be the corporate sponsor for the 2022 Sponsored Sleepout, as well as continuing to be a Business Partner.

Being a Business Partner is crucial to charities, especially smaller charities such as DENS. It gives them a degree of foresight by knowing they have a certain amount coming in monthly or annually. Being a Business Partner isn't just about giving money but also sharing our skills. Together, we made a short video explaining the benefits of Business Partners and why we love working with DENS. It was used at various networking events and on their website to drum up support. We also helped at their Hillbuster cycling event, shooting footage for them to use to promote future fundraising events.

During the 2022 Sleepout, a couple of colleagues took part and Imagination matched their fundraising. A company donation was also made totalling £5,135, helping DENS to raise over £37,000. We also split the funds from our Christmas giving tree in December between DENS and The Akshaya Patra Foundation, with £292 going to each charity.



The Timisoara team in Romania taking part just outside their office.



Rachel Gibbs in York, doing the DENs Sleepout from her garden.



The Marketing team taking part at DENS' official location in Hemel Hempstead



Imagination videographer, Naomi Strinati, supporting the Hillbuster event.



Video work to support DENS marketing activities.



DENS Hillbuster.

MIND

MIND is a mental health charity, with the aim of ensuring that no one faces mental health problems alone.



One of our colleagues, Paula Mallon, decided that 2022 was the year to test our cycling enthusiasts by taking part in the London to Brighton cycle and raising funds for this important charity.

Setting off from their various home locations as early as 4 am, the team were all smiles as they prepared to set off with thousands of other cyclists at the start line on Wimbledon Common. Making their way south through London, navigating the traffic offered up the first challenge, but the red lights soon gave way to the beautiful but gruelling Surrey Hills. With minds and quads now fully and abruptly awoken, the team split into two groups. The 'steady does it' and the faster 'advance party'. As the day progressed (the mist eased but the hills did not), a beautiful day emerged.

Buoyed by moral support from each other, the incredible and inspiring array of charities being represented on the day, and their own commitment to fundraising, the team kept their legs turning for the 55 miles (or 88km – whichever sounds longer to you)! With just 10 miles to go, what could possibly stop them? Certainly not the formidable and infamous Ditchling Beacon in the South Downs. And they were rightly rewarded at the top with ice cream, a panoramic view of the route past, and the route ahead...and a glorious downhill ride all the way into Brighton and the across the finish line.

The team raised an impressive £2,363 and with the company fund matching their efforts, Mind received a total donation of £4,726.



The Imagination team taking part in the epic London to Brighton Cycle.

The British Red Cross

The British Red Cross helps people in crisis, whoever and wherever they are. The charity is part of a global volunteer network, responding to conflicts, natural disasters and individual emergencies.



Ukraine Crisis Appeal

When the war in Ukraine started, as a collective we knew we wanted to help. We also understood that time was of the essence and anything we did, needed to get the funds to those most in need as quickly as possible. It wasn't about an event for raising awareness, but for action.



The company made an initial donation of £5,000 to the British Red Cross at the start of March 2022 as a first step. However, we knew our people were also keen to help and so we decided to fund-match any employee donations to the charity up to the value of £15,000. Within minutes of launching the initiative, employees from across the company were confirming their donations.

In total, £41,600 was raised - £21,600 through staff donations, £15,000 through fund matching and the initial £5,000 donation.

Pakistan Flood Appeal

In August, the Red Cross launched an emergency fundraising appeal in response to the devastating flood that left around a third of Pakistan underwater, providing ongoing relief efforts in the country.

The scale of the flooding was immense, with monsoon rainfall levels ten times higher than usual – it took months for the water to subside.

The Pakistan Red Crescent, with wider support from the Red Cross movement, were amongst the first responders and worked around the clock to reach people and families with safe drinking water, tents, first aid, medical and financial support and other life-saving aid. Imagination donated £2,000 to help their efforts.

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 worked with TAPF since the formation of the CSR team. Our colleague Faizan Nazar pitched the foundation to the team and we were all blown away by TAPF's drive and determination. It was unanimous that we wanted to work with them.

During Christmas 2021, Imagination had a Giving Tree in its Kings Langley headquarters for colleagues to donate a meal to a child in need. In total, £546 was raised through employee donations and fund matching.

The money was used to support the UK Happiness Box program which contains a mix of dry groceries and fresh vegetable packages that provide five to seven healthy meals. TAPF distribute these at schools in the Watford area just before the Easter term break for children at risk of holiday hunger. TAPF accepted orders for 600 of these Happiness Boxes ahead of the upcoming Easter holiday. Imagination's fundraising paid for 91 boxes – 546 meals.



Maya kicking off the donations for our giving tree.

Later in the year, TAPF got in touch regarding a unique opportunity for them with The Big Give, an organisation which runs fund-matching campaigns for charities and special causes. During June, TAPF ran a weeklong campaign "Beat Hunger in Greater London with Nutrition!" which helped to provide nourishing, hot, healthy, and freshly-cooked meals to children during the summer holidays. If TAPF could raise £25,000 in pledges, The Big Give would fully fund-match the amount through The Childhood Trust. Imagination pledged £5,000 and TAPF achieved its target of £25,000, resulting in £50,000 being raised for the foundation.

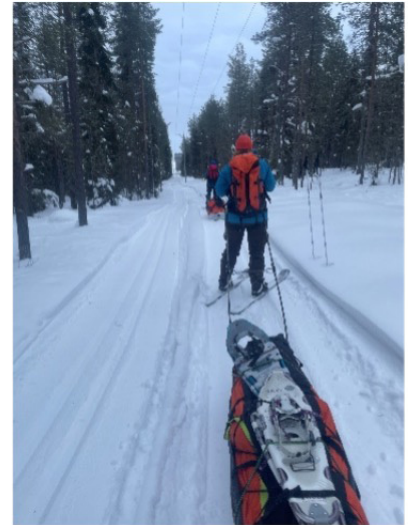
In December 2022, we organised another Christmas giving tree and raised £584 which was split between TAPF and DENS.

**DOING
GOOD
ON YOUR
OWN**



Andrew Smart – supporting Emmaus Hampshire

Andrew took part in an arctic Challenge in March 2022, raising vital funds for [Emmaus Hampshire](#), a charity that helps those who have experienced homelessness by providing them with a home and meaningful work. Imagination made a £250 donation to support Andrew's efforts. He raised an impressive £2,439.



Emmaus Hampshire does a fantastic job supporting people who have experienced homelessness by providing them with a home and meaningful work. They give each individual the opportunity to address the root cause of their homelessness and find a long-term way to overcome it. They also become part of a community and contribute to it, playing an important role in restoring self-esteem and finding a way to overcome homelessness in the long term.

Andrew completed a day and a half of sub-zero survival preparation, acclimatisation and challenge training ahead of taking part.

The trek across northern Finland was like no other challenge he's completed before. He navigated and snowshoed through the wilderness, as well as camped in the snow in an igloo in temperatures of between -15 and -24°C.

Andrew's explained that it was a luxury-free experience. He was required to pull his gear in a sledge as he trekked in snowshoes, and had to make his meals in the snow and set up camp at night.



John Herbert – JDRF One Walk London

John Herbert took part in the [JDRF One Walk London](#) to help raise important funds to support research to treat, prevent and cure type 1 diabetes. He raised £910, to which the company contributed £250 for his efforts.

JDRF is the leading global organisation funding type 1 diabetes (T1D) research. Its strength lies in its exclusive focus and singular influence on the worldwide effort to end T1D.

T1D is an auto-immune condition that affects 400,000 people in the UK, with over 29,000 of them children. Incidence is increasing by about four per cent each year and particularly in children under the age of five. JDRF aims to create a world without T1D.

**JDRF | ONE
WALK
STEP CHALLENGE**

SUPPORTING OUR LOCAL COMMUNITIES



Kings Langley Carnival

Kings Langley, Hertfordshire, is where Imagination's headquarters are located. Every year in June the village holds a carnival, bringing the community together.

Since launching the CSR team, we've been in touch with the Kings Langley Parish Council to see how we can support the local area to become greener.

It was explained to us that the Council would not be able to provide recycling at the carnival, which attracts over 5,000 people each year and lots of food outlets and stalls, as well as a fair. This seemed like an obvious opportunity to step up and help our local community.

Imagination worked with KP Waste to cover the costs of hiring the bins (£2,950), 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.



So, what happened to the waste from the carnival?

Food waste: through a process of anaerobic digestion, the food waste was recycled into fertiliser for farming and green energy for homes.

Paper and card: the waste was separated, with the paper sorted into grades and sent to paper mills to create new paper products such as newspapers. The card was baled for new cardboard manufacture.

Plastic, cans, and tins: the waste separated by material type. The plastics were further separated into different grades which were reprocessed into pellets which can create new plastic products. Cans and tins were used to create new products.

Glass: the glass was separated by size, with smaller pieces recycled to make aggregate for road surfacing. Larger pieces were organised by colours to be processed for new materials such as mineral wool insulation.



Kings Langley Senior School

Two year-thirteen students from Kings Langley Senior School approached Imagination about sponsoring an initiative they had to recycle paper at the school, to prevent it from going to landfill and to help the school become greener. This sounded like a great initiative to be involved with so Imagination jumped at the chance.



The students connected with a local company that agreed to recycle the school's wastepaper along with theirs to save using third-party suppliers that would increase the carbon footprint.

They also researched and found a company to buy bins made from recycled materials and got teachers to agree to drop the recycling off as part of other school journeys, such as when travelling to sports matches.

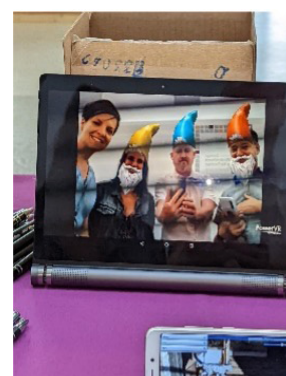
The initiative was the winning entry in the council's Environmental Awards and it awarded the students £200, which the students spent on a successful trial buying bins for the school library and maths department. The students were looking for a further contribution of £311 to buy 80 bins for the rest of the school, which Imagination was happy to cover.

The students are currently looking into how they can expand the initiative to make the school more environmentally friendly.

STEM Challenge

Kings Langley Senior School held a STEM challenge, with students creating and developing STEM products and activities in the following categories:

- Inventors Design Challenge – designing their own challenge
- Engineering/Science Challenge – using one of the challenges from the Dyson pack
- LEGO Masters Challenge – creating a STEM model in LEGO
- Cake decorator Challenge – baking a cake or set of cupcakes with a STEM theme



The Imagination team testing out our Game of Gnomes augmented reality demo

Imagination and other local businesses were invited to join the event and talk to students about what they do. A small team from Imagination took along some demos and talked about the skills, personality traits and qualifications students would need to work in electronic engineering.

Polish Lesson for Ukrainian Refugees

Since the beginning of the Russian invasion of Ukraine, more than 7.4 million Ukrainians (source: [ReliefWeb](#)) have crossed the Polish border fleeing from war. They have received help with accommodation in private homes, meals, and other support. However, as the war continues and many of their homes have been destroyed, so the refugees need longer-term help to become independent in a foreign country.

Imagination's Aleksander Neyman identified a way that we could help some of those resettling in Gdańsk, which was by providing Polish lessons.

The primary barrier to getting a new job when resettling somewhere is the language. The Ukrainian and Polish languages are somewhat similar but very different at the same time. And while the Ukrainian and Russian alphabets are both Cyrillic based, it makes it difficult for some people to even read a text.

To help Ukrainians to start to build a new life in Gdańsk, Aleksader became aware of a one-month intensive course at the University of Gdańsk that would teach basic Polish – enough to help those resettling start or pick up the language and hopefully find employment.

Imagination funded two courses costing £2,400 in total for a group of eight women who had fled with their children from Ukraine and currently live in Gdańsk. The first course started in June, and the second in August.



Laptop Repurposing

Imagination is becoming more sustainable across all its operations, to achieve net zero by 2027 –check out our approach to sustainability [here](#).

We believe that by working together we can make a truly positive environmental impact in the battle against climate change. With this in mind, we understand that just because a device might not be suitable for us to use any more, doesn't mean it's reached the end of its life – it might be possible to repurpose it.

As such, to avoid unnecessary electrical waste, we have started repurposing our older laptops as they could be of use to charities or those in need.

During 2022, we repurposed eight laptops that were able to support the following good causes.

The Samaritans

Imagination's Laura Sartori highlights that the local branch of the Samaritans in Watford is always looking for support, whether through donations, skills sharing or equipment.

As such, we repurposed three laptops for the charity to be used by volunteers to support training and mentoring.

In the past, it has been difficult for volunteers without a laptop to either start or continue working with the Samaritans, as they need to complete online courses in preparation for becoming a volunteer or take them as part of a training update.

The application process for the Samaritans, from arranging the interview to receiving the references and final approval is all online. As such any experienced volunteers that don't have laptops, struggle to mentor new starters or keep up with all the online applications the charity receives.

Donating laptops goes some way to reducing these issues and to enable the charity to be more effective in supporting those in need.

Ukrainian Refugees

Imagination became aware that a number of our UK employees were opening their homes to Ukrainian refugees. These refugees often left their homes with only what they could carry or fit into their cars and items such as laptops weren't a priority. However, once settled in the UK they would be crucial to supporting work applications, study and keeping in touch with friends and family. Laptops were donated to five families.

Dacorum Mencap Corporate Leaders

Dacorum Mencap provides support, companionship and meaningful activities for people with learning disabilities who live in Hemel Hempstead, Tring, Berkhamsted, Kings Langley and the villages surrounding Imagination's headquarters.

The charity set up a new initiative for local companies to donate £100. They also approached the Shoe Zone Charitable Foundation, who agreed to double every donation up to the value of £10,000. Imagination was eager to be part of this.

The donations are used to support initiatives such as ROAR, which takes groups of adults with learning difficulties on social activities in the community, whilst their unpaid carers receive a break. A monthly programme of activities is organised for members to select from.



The team out on one of the recent ROAR activities

The Great Big Walk for Herts

The Great Big Walk for Herts took place on Saturday 24th September 2022, 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), while the NSPCC, the UK's children's charity, walked from Kings Langley to Shenley (12.3 miles).



Graham welcoming the team from the NSPCC

With Imagination House located a short walk from Kings Langley train station—which both teams would be using as either their start or end point—Imagination was well-placed to support.

We offered both charities 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 also donated to each charity to support their efforts, totalling £750.

Playskill raised over £5,000 and was joined by Peter Taylor, the elected mayor of Watford for the walk.



The NSPCC team enjoying the beautiful surroundings on their 12.3 mile walk

Imagination Bees

We often hear about the wonderful benefits of bees to our delicate ecosystems – and how they need our help. Bees have an important part to play in maintaining our planet. Our canal-side location at our headquarters in Kings Langley, Hertfordshire is the perfect place to give a team of bees a home. This activity is helping give something back to the local community and environment, whilst giving Imagination employees the opportunity to get involved in a hobby that might not otherwise be available to them. Due to popular demand, we were able to run two heavily subsidised beekeeping sessions at the Kings Langley office, facilitated by the head beekeeper from Hatfield House.

This summer the bees were buzzing, multiplying from one active hive into two. Weekly inspections throughout the spring and summer have commenced giving Imagination beekeepers opportunities to regularly assess the health of the hive, spot signs of swarming (and perform swarm prevention), find and mark the queens and feed them up in preparation for a long cold winter.





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