

DEBRA

ORGANISATION SIZE / Large (over £2000,000 turnover)

Jenny Jackson

13 Wellington Business Park
Dukes Ride
Crowthorne
Berkshire
RG45 6LS

BRIEF SYNOPSIS OF YOUR CSR APPLICATION

As a charity, DEBRA is committed to socially responsible practices in all areas of our work where possible. By acting in a socially responsible way we believe we can improve our business functions as well as motivate staff and have a positive impact in the communities where we operate. We recognise that all areas of CSR are important and have therefore split our policy into several sections to ensure that we do not overlook any key areas. By considering all aspects of CSR we believe it will help the charity:

- Gain awareness
- Encourage a wide pool of applicants for vacancies
- Motivate existing staff
- Improve our environmental impact
- Ensure that we act in a socially responsible way in all we do.

As a charity we are mindful of where we can save costs and how to be a responsible member of the communities in which we operate. Our CSR policy is focused around motivating staff, recycling as much of the unsold donations made to our shops as possible and ensuring that the workplace is a pleasant environment for our staff to thrive in. We produce an annual report to showcase the impact our work has to DEBRA members and the difference it makes in the lives of people suffering from EB and the EB community as a whole. We are committed to CSR throughout the organisation and have been accredited with the Investors in People award as part of our commitment to our staff.

OVERALL SUMMARY

DEBRA has more than 100 charity shops across the country. We are very fortunate to receive thousands of bags of donations through our retail chain each year.

Many of the items are of saleable quality and help generate enough money to cover the complete running costs of the charity each year. However, we also receive items that are not of good enough quality to sell. We could throw these items away, however, to reduce waste we use two recycling methods:

- For textiles we recycle through the 'Rag Man' scheme. This enables us to dispose of textiles in a method that will be

recycled and not go to landfill. In 2017 alone we sent 626,650kgs of textiles to the 'Rag Man'. These items are not only saved from going to a landfill site, they also helped generate an additional £295,000 for DEBRA – this could fund an entire research project – potentially bringing us closer to a cure.

- For books we recycle through the 'World Books' scheme. This means that excess stock of books that we are unable to sell are recycled through this scheme. In 2017 this equated to £18,000

We aim to recycle as much as possible

through our shop networks as well as in the offices where we have paper and cardboard recycling stations where possible.

To reach out to a wider audience and encourage others to recycle, we are currently producing donation stations for companies to have in their offices so that there is a central place for people to drop their donations off for the shops. We can then collect them on one van, saving time/car mileage and saving the environment a little more through our collection channels.

We pride ourselves on being environmentally friendly and encourage staff to do the same.

<https://csr-accreditation.co.uk/wp-content/uploads/vfb/2018/12/2017-Trustees-Report-and-Accounts.pdf>

<https://csr-accreditation.co.uk/wp-content/uploads/vfb/2018/12/2016-19-Investors-in-People-Certificate.pdf>

<https://csr-accreditation.co.uk/wp-content/uploads/vfb/2018/12/Leadership-Charter-0416.docx>

<https://csr-accreditation.co.uk/wp-content/uploads/vfb/2018/12/CSR-Policy.docx>