



# Sponsorship and donation policy

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*Project Owner: Communications*

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### Introduction

SES Water is a local company covering a geographic area of east Surrey, parts of West Sussex, west Kent and south London and we are proud to have served these communities for over 150 years. We aim to support local causes and seek to make a positive contribution to those around us with an overall aim of continuing to be a well-run, respected and successful business.

### 1. Sponsorship and donation policy scope

Every year, we receive many requests for support. Though often very worthy causes, unfortunately we are not able to make a donation to them all, therefore it is vital that all our sponsorships and donations are compatible with our business aims and reflect our commitment to corporate social responsibility.

These guidelines apply to all sponsorship and donations made by SES Water.

### 2. Sponsorship and donation definitions

Sponsorship supports an event, activity, or organisation financially or through the provision of products or services. A sponsor is the individual or group that provides the support. Money spent on a sponsorship is a business expense, not a donation, and is expected to provide a benefit to the sponsor.

A donation is a charitable contribution to a good cause which lacks commercial or communication purpose. Donations can encompass a wide range of activities including; funding, volunteering or offering support such as hosting events for organisations on SES Water premises.

### 3. Sponsorship and donation criteria

SES Water will agree to charitable donations or sponsor opportunities that:

- Support our vision and values <sup>1</sup>
- Support at least one company aim <sup>2</sup>
- Add value to business activities.

Organisations [within our supply area](#) that SES Water would generally support through sponsorship or donations could include:

- Environment groups
- Local council events
- Schools
- Charities (local and sometimes national depending on the charity)
- Hospitals
- Local events
- Resident associations

### 4. Things to consider before submitting a request

When submitting a request please consider how the proposed sponsorship or donation would support SES Water's vision to be an outstanding water company that delivers service excellence. You can read more about SES Water's vision and values in section 6.

Your application should be clear about the rationale and motive for the proposed sponsorship, including declaring any expected benefits for SES Water?

### 5. Existing partnerships

SES Water has a long-standing relationship with WaterAid, an international organisation working to transform millions of lives every year by improving access to safe water, toilets and hygiene. Employees take part in the monthly WaterAid lottery, donating as little or as much as they like through their salary. We also sponsor events such as the WaterAid Boat Raise, and race days and mountain challenges.

Closer to home, SES Water has also supported The Children's Trust in Tadworth by donating over 150 Easter eggs to less fortunate children, numerous 'give-a-days' to Headley Court (Defence Medical Rehabilitation Centre) transforming their walled garden into an area buzzing with activity and raising money through 'dress down days'.

## 6. Definitions

1. **Vision** – to be an outstanding water company that delivers service excellence

1.1 **Values** - define who we are, guide our behaviours and underpin everything we do:

- **Service** - We put our customers first and take pride in our service deliver
- **Compassion** - We care about the effects of our actions and seek to make a positive impact on the community
- **Commitment** - We are passionate about our work, act responsibly and care about quality
- **Collaboration** - We are respectful, welcome diversity and are supportive of each other to achieve our goals
- **Innovation** - We seek to improve our business to be forward thinking and to embrace change
- **Integrity** - We are accountable, ethical and trustworthy.

2. **Company aims** - our long-term objectives that we aim to deliver for our customers and other stakeholders

- **Overall aim** - continue to be a well-run, respected and successful business
- **Aim 1** - provide a reliable and sufficient supply of safe, high quality drinking water
- **Aim 2** - offer good value for money and keep bills at a fair and reasonable level
- **Aim 3** - increase the resilience of our network to drought, flooding and equipment failure
- **Aim 4** - deliver consistently high levels of service
- **Aim 5** - reduce our impact on the environment while seeking to make a positive contribution to its quality.