

# Community Fund 2022

Since the start of 2020, our Community Fund has helped over 300 charitable causes, supporting over 200,000 families and individuals facing adversity, mental health challenges and food poverty. Building on these achievements, and with so many of our colleagues feeling passionately about social mobility, we were delighted to focus our Community Fund in 2022 with a new ambition: to build a more inclusive and equitable Britain.

Partnering with three organisations, Envision, Springpod and Young Professionals, we have launched a programme of engagement, to use our expertise across the business to help equip younger people with key career skills.

“It was fantastic to mentor students with our Community Fund and give back to younger people starting on their career journeys.”

**Timon Pryce, Principal Pricing Analyst Developer**



## Reach

of the programme

**500**

students engaged to improve employment skills

**100%**

were eligible for free school meals

**85%**

were from an ethnic minority background

**58%**

identified having a parent/parents from a working-class occupation

**150+**

colleagues signed up to be a mentor, participate in work experience or attend an insight event

## Work experience

In-person and virtual events focusing on employability skills and workshops on data and technology were held, giving participants the opportunity to learn about important career skills



## Mentoring

Highlighting the variety of roles on offer at Direct Line Group, colleagues from Finance to Technology to Marketing gave students an insight into what their day to day job entailed



## Insight events

Hosted across several office sites across the country, sessions on topics such as how an insurance company works, building a sustainable business, and how to run a marketing campaign took place





### Impact

after taking part in the programme

# 93%

felt they understood how an insurance company operates

# 83%

felt more able to ask someone for a connection to build their professional network

# 74%

felt more confident to apply for jobs

To measure the impact of the programme, students were asked to complete a survey prior to, and after, participating in a Community Fund activity. A few of the key stats are highlighted above.

In 2023, the programme will continue with the aim of engaging with more students to help build a more inclusive and equitable Britain.