



© image courtesy of Children with Cancer UK

2020 Annual Review



2020

Annual Review

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Message from the Chair



Di Briggs,
Chair, Maximus Foundation UK

It's with both pride and deep reflection that I introduce our annual review for 2020. For almost every human on this planet, 2020 was a year of challenge. In particular, we know this year has been incredibly difficult for community groups and charities – the people who sit at the heart of everything we do. Their ability to both raise vital funds and support people has in many cases been put under enormous strain because of the pandemic.

As a Foundation that exists to support these brilliant organisations, we've been troubled to hear of the difficulties they've faced. That's why our Board took the decision in early April to do as much as we could to help.

2020 has been our most generous year to date. Not only did we award more grants than ever before, but we focused particularly on charities most impacted by the crisis. In total we supported 37 different charities in 2020 and proudly donated £92,500 in grant funding.

I'd like to pay thanks to all our colleagues across Maximus UK who made such great efforts to fundraise for us this year and to Maximus for the continued match-funding. Without their kind support and altruism, our record-breaking grant-giving simply wouldn't have been possible.

In 2020 we welcomed new colleagues to the Foundation – our Ambassadors. The recently launched Foundation Ambassador Programme sets out to recognise colleagues who consistently go the extra mile in raising awareness and fundraising. Our Ambassadors work at a local level across the UK to spread the word and encourage participation. It's a delight to see such passion and enthusiasm in our Ambassadors – so a special thanks goes out to them. Our plan for 2021 is to grow the Programme and give every colleague in Maximus an opportunity to become an Ambassador.

As with everything else in 2020, we've had to adapt our ways of working too. For the first time ever, our cheque presentations have taken place virtually and our fundraising activities have been tweaked to ensure everyone stayed safe. That hasn't prevented us from raising a record-breaking amount and supporting more charities than ever before.

You can read more about all our 2020 beneficiaries on pages 13 to 25, including how our funds will be spent and the reason behind each colleague nomination.

In the years ahead we'll keep working hard to ensure we can continue providing help where we know it makes the most difference to disadvantaged people.

A handwritten signature in blue ink, appearing to read 'Di Briggs'.

How the Foundation works

The Foundation's aim is to **help people in need**. As such, we support charities that are committed to helping disadvantaged people, as directed by Maximus colleagues. **Maximus colleagues** are the driving force behind the Maximus Foundation. From fundraising to nominating and selecting to presenting – it's the incredible colleague ownership that makes the Foundation so unique.

How we generate income

Payroll Giving

Summer Fundraising Activity

Winter Fundraising Activity

One-off Donations

All fundraising activity is match-funded by Maximus

How we make grant donations



Colleague nominations received for Spring grant-giving cycle



Colleague nominations received for Autumn grant-giving cycle

Payroll givers vote on their preferred charities

The types of charities we have supported



Mental Health Charities



Homeless Charities



Palliative Care Charities



Community Charities



Bereavement Charities



Diversity and Inclusion Charities



Physical Health Charities



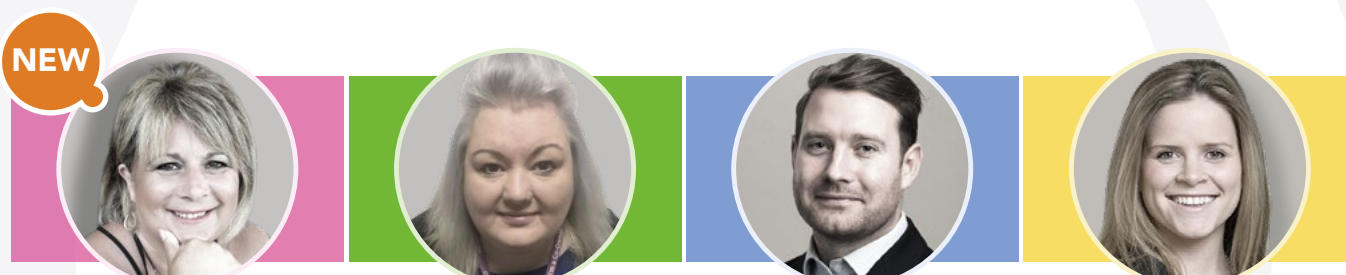
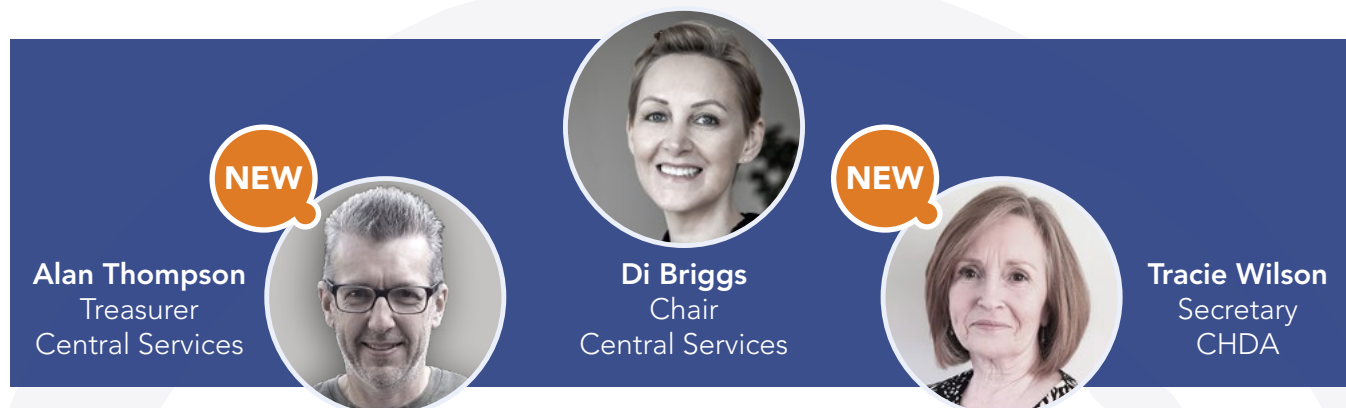
Hardship Charities

All charities supported are nominated by colleagues



Board of Trustees

Our Board of Trustees is made up of **representatives from all Maximus UK divisions**. The structure below includes the appointment of three Trustees and the resignation of three Trustees. It also shows their representation across our UK divisions.



Retired Trustees

Debbie Arion
CHDA

Joanna Rebow
Revitalised

Jason Lucas
CHDA



Foundation Ambassadors

In 2020 we launched our **Ambassador Programme** to recognise the colleagues who consistently go the extra mile for the Foundation. Our Ambassadors are located across sites in all regions and take responsibility at a local level for raising awareness and driving fundraising.

What do Foundation Ambassadors do?

- Be the voice of the Foundation at a local level
- Promote the aims and objectives of the Foundation to colleagues
- Lead fundraising activity at their local site encouraging as many colleagues as possible to get involved
- Encourage colleagues to nominate their favourite charities for funding
- Attend occasional cheque presentations in their local area
- Attend virtual Ambassador meetings each quarter



I decided to become an Ambassador as I want to give back to my community and encourage others to do the same. There are so many vulnerable people in our communities who need help and support so to be able to help out in any way is an honour.

Leah Carson

I realised that helping people and connecting with others would support my own mental health. So when I heard about the Foundation's Ambassador Programme, I wanted to be part of it - especially because of the difference it makes in the community at a grassroot level. Since becoming an Ambassador I've really enjoyed working with people from different parts of the business and love taking part in fundraising events – it's great to be able to connect and give back.

Sandrine Rey-Scalco



Our Fundraising

Colleagues are the driving force behind our fundraising activity and play a passionate role in making it happen. In 2020, they raised a staggering **£38,164** for the foundation.

Fundraising activity	Employee donations	Maximus donation	Total
The BIG GER Walk	£9,823	£9,469	£19,292
Festivity	£1,941	£1,941	£3,882
Payroll Giving	£6,325	£6,325	£12,650
Colleague challenges	£1,170	£1,170	£2,340
Total	£19,259	£18,905	£38,164



Summer fundraiser The BIG GER Walk

For the third year running, Maximus colleagues stepped up for our summer fundraiser the socially distant **BIG GER Walk**. Despite the huge challenges we faced this year due to the coronavirus pandemic, colleagues still came together and stepped up to help worthy causes in our local communities.

Our UK teams strapped up their hiking boots and got their pedometers ready to scale mountains, stroll along sandy beaches and pound city pavements during the month of July.

Throughout the month, **41 BIG GER Walks** took place and **more than 2,000 miles were covered**.

TOTAL RAISED: £19,292

(£9,823 colleague contributions and
£9,469 Maximus contributions)



Winter fundraiser

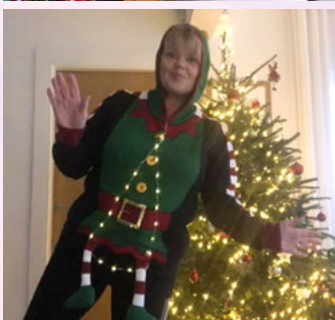
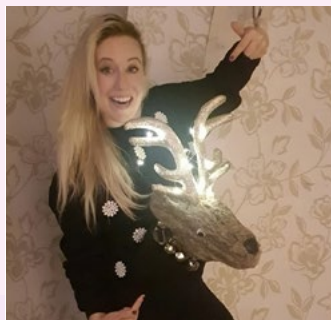
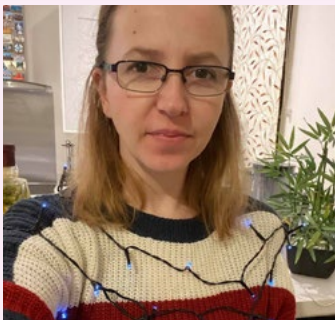
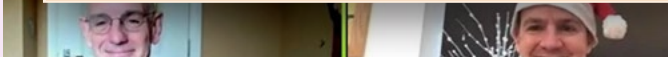
Festivities

Similar to last year, our colleagues helped to spread the Christmas cheer by taking part in a range of festive activities such as recreating a Christmas movie scene, donning a festive jumper or selecting a festive idea from our festive calendar.

Colleagues showcased their flair and creativity during this fundraiser as festive grinchers, reindeers and elves all made an appearance. To add to their creative talents, **colleagues managed to raise a total of £3,882 throughout the month!**

TOTAL RAISED: £3,882

(£1,941 colleague contributions and
£1,941 Maximus contributions)



Payroll giving Fundraiser

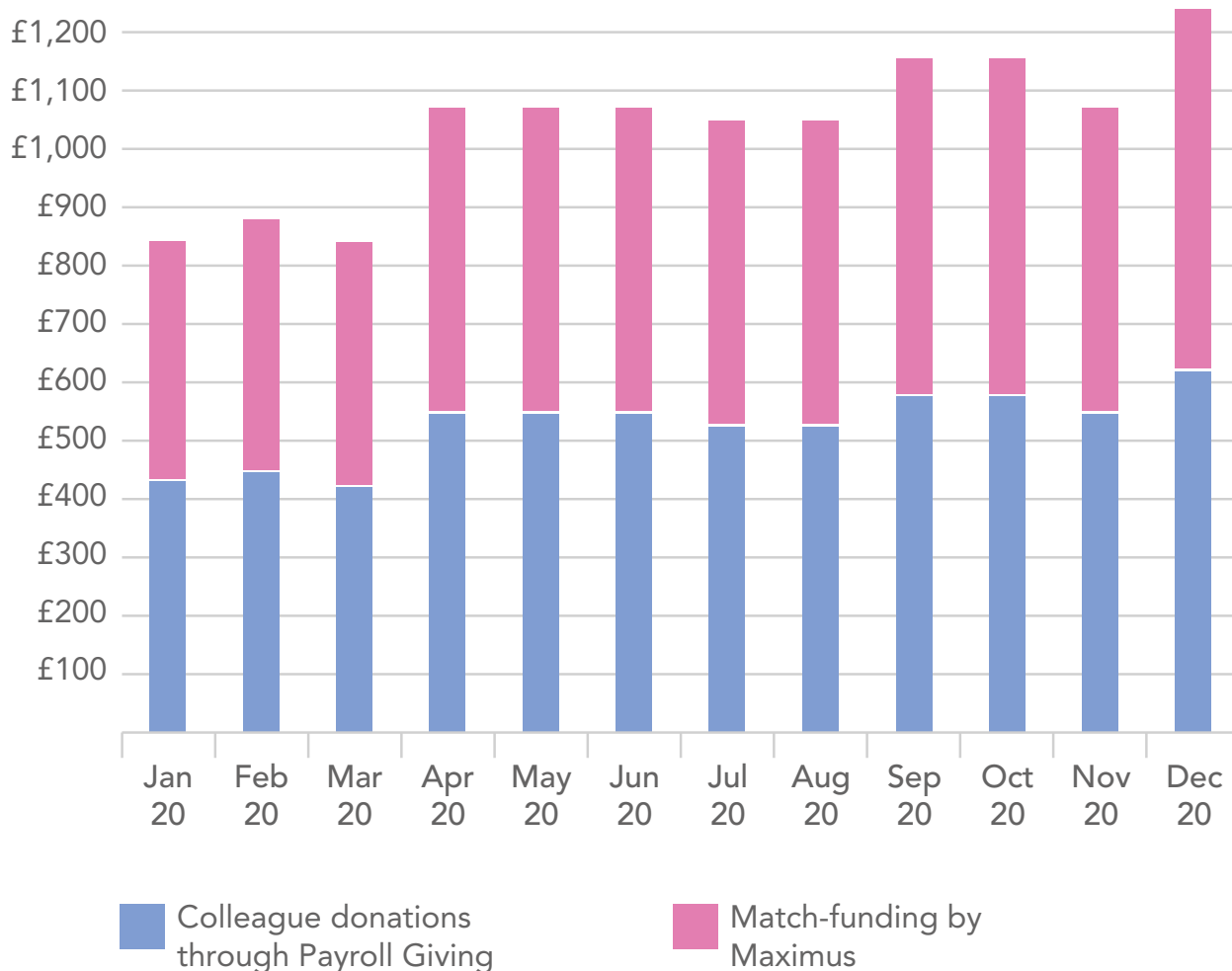
Our Payroll Givers make regular, monthly contributions straight from their payroll. In total, we now have around **80 payroll givers**, all making regular monthly donations and these are gratefully matched by Maximus UK. In total, we raised **£12,650** in 2020.



TOTAL RAISED: £12,650

(£6,325 colleague contributions and
£6,325 Maximus contributions)

Payroll Givers



Colleague challenge

Fundraiser

Colleague challenge fundraiser category captures initiatives that colleagues led on outside of our main fundraising events. And none more striking than **'Challenge 12 in 12'** by Blaithin Hadjisophocleous. At the start of 2020, Blaithin set out to accomplish 12 physical challenges in 12 months to raise money for the Foundation. Despite the pandemic and a number of cancelled events, Blaithin still managed to beat all odds – completing 12 almighty and physically enduring challenges - ***smashing her target of £500 more than four times over!***



TOTAL RAISED: £2,340

(£1,170 colleague contributions and
£1,170 Maximus contributions)

JANUARY



Half marathon
trail run

FEBRUARY



Dorney lake half
marathon run

MARCH



Weekly sub
10°C swims

APRIL



2.6 challenge

MAY



Extreme triathlon
65km swimming

JUNE



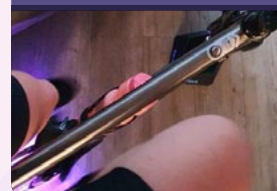
English Channel
distance swim

JULY



The BIG GER Walk

AUGUST



Extreme triathlon
800km cycling

SEPTEMBER



Extreme triathlon
40km running

OCTOBER



Docklands half
marathon swim

NOVEMBER



1 mile ice swim

DECEMBER



5km Santa run



Our grant-giving Overview

Annual Review 2020



Spring Cycle 2020



42

Applications
received



20

Applications
successful



£50,000

Grant funding
awarded



Autumn Cycle 2020



31

Applications
received



17

Applications
successful



£42,500

Grant funding
awarded

Total awarded in 2020



73

Applications
received



37

Applications
successful



£92,500

Grant funding
awarded

156 awards

have been made to date (2015-2020)

totaling £390,500



Grant-giving Spring 2020 (Cycle 11)



This section details all cycle 11 beneficiaries, including the work they do, why they were nominated and how our donation will be spent.

Children with Cancer UK are the leading national children's charity dedicated to the fight against childhood cancer.

This charity was nominated by a Maximus colleague whose best friend lost her 16-year-old cousin due to a rare form of bone cancer.

Our grant of £2,500 will help fund research into kinder, safer treatments and reduce delays in diagnosis.



50 Back Packs for the Homeless provides practical support for the local community. They aim to help anyone in the local community that is struggling with personal issues to regain their independence.

This charity was nominated by a Maximus colleague whose customer had benefited from this service in the past.

Our grant donation of £2,500 help fund the building rental so washing facilities, respite and hot food can be offered to rough sleepers.

Once upon a Smile supports families who have suffered a bereavement, with a particular focus on supporting children, by working closely with schools.

This charity was nominated by a Maximus colleague whose cousin died from a significant childhood condition.

Our donation of £2,500 will fund essential food hampers for bereaved families, particularly those with children, so they feel supported during a difficult time.





Alzheimer's Society, Cymru provides support and advice for individuals suffering from Alzheimer's and their families.

This charity was nominated by a Maximus colleague whose father was diagnosed with Alzheimer's in 2015 and has benefited from the charity.

Our donation of £2,500 will help fund an emergency appeal to enable regular welfare check-ins with people living with and affected by Dementia to continue. Maintaining regular contact has been difficult throughout the pandemic so the new 'Companion Calls' service has become a much-needed lifeline.

Somewhere To Go is a support centre providing day and night services 365 days a year to help rough sleepers and disadvantaged and vulnerable adults.

This charity was nominated by a Maximus colleague who has witnessed first-hand the impact that Somewhere To Go makes to peoples' lives.

Our donation of £2,500 will contribute towards new shower, toilet and laundry facilities so rough sleepers and vulnerable adults have access to private cleaning, washing and toilets. Not only will this help prevent transmission of disease but will offer increased dignity to those living in difficult circumstances.



Andy's Man Club provides a free drop-in centre to enable men to open up about their mental health. The charity is aimed at men who struggle with mental health and being able to talk about it.

This charity was nominated by Maximus colleagues who signpost customers to Andy's Man Club because of the specialist support they can offer.

Our grant donation of £2,500 will help establish new men's mental health clubs across the country as well as online. This will ensure more men have support with their mental health and fewer will feel they have nowhere to turn.

Bringing Back a Smile's focus is to raise funds for adults and children with life-threatening illnesses throughout the North East, to give them and their family, breaks away from the gruelling treatment they have to undertake on a daily basis.

This charity was nominated by a Maximus colleague who has seen the difference that Bringing Back a Smile make, including to one of their friends who died of breast cancer.

Our grant donation of £2,500 will contribute towards a caravan so poorly children living in the North East can go on holiday.



St Catherine's Hospice provides care and support at home and in the Hospice for adults with a terminal illness, and to their families and friends.

This charity was nominated by a Maximus colleague whose parents were both looked after by St Catherine's Hospice during their battle with cancer.

Our donation of £2,500 will contribute to the delivery of vital services - helping patients and their families receive the support they need through challenging and difficult times.

The Children's Trust is the UK's leading charity for children with brain injury and neurodisability. They deliver rehabilitation, education and community services.

This charity was nominated by a Maximus colleague whose sister worked for The Children's Trust for 25 years before she passed away.

Our donation of £2,500 will help fund essential PPE equipment such as masks, gowns, visors and gloves so life-changing brain injury rehabilitation can continue in a safe environment.





Working Wardrobe supports people who are in receipt of benefits and have an opportunity of getting a job. They provide a full interview outfit including shoes, a bag and accessories to keep.

This charity was nominated by a Maximus colleague who used Working Wardrobe's services in the past when they were unemployed.

Our donation of £2,500 will be used to support people who are ready to return to work and who may need support with suitable clothing.

Amber's Law was set up by the father of Amber Rose Cliff who died aged 25 from cervical cancer. They campaign to lower the age of routine smear testing and share information about cervical cancer.

This charity was nominated by a Maximus colleague who has two daughters and strongly supports the work that Amber's Law does.

Our donation of £2,500 will help the charity continue to save lives by funding consultations, smear tests and treatments for young women under the age of 25 who present symptoms.



Bobath Children's Therapy Centre Wales is a specialist therapy centre that provides individually tailored therapy for children who have cerebral palsy and other allied neurological conditions.

This charity was nominated by a Maximus colleague whose son caught meningitis when he was three and this charity supported them.

Our donation of £2,500 will enable a team of physiotherapists, occupational therapists and speech and language therapists to provide virtual services so young people with cerebral palsy can continue to receive the therapy they need.

Combat Stress helps former servicemen and women deal with issues like post-traumatic stress disorder (PTSD), anxiety and depression.

This charity was nominated by a Maximus colleague who was assessed by Combat Stress many years ago.

Our donation of £2,500 will help to treat veterans with complex mental health conditions such as post-traumatic stress disorder, anxiety disorders and depression.



Critical Care Memory Box Project is part of Poole Hospital's critical care unit's service for the family of patients that have been told they will not recover from illness or injury.

This charity was nominated by a Maximus colleague who was a critical care nurse and has experienced caring for terminally ill patients.

Our donation of £2,500 will help fund memory box items such as books, teddy bears, hand printing kits, clay imprint kits, letter writing sets and journals, as well as a trained nurse who spends time creating the contents of the box to help young families cope with the loss of a parent.

Doctors in Distress is a charity committed to eradicating stigma, changing behaviours and cultures. They facilitate support groups so healthcare workers have somewhere to turn.

This charity was nominated by Maximus colleagues who are passionate about this Doctors in Distress, and a relative of one nominee took their own life last year.

Our grant of £2,500 will contribute towards the redevelopment of their website so Doctors who need support can access virtual facilitated groups and safe places to help them through difficult times.





Recycle-a-Bike is a volunteer-based organisation that helps people that suffer from mental health illness and provides support, training and a stepping-stone back to employment.

This charity was nominated by a Maximus colleague who supports the values of Recycle-a-bike and the difference they make to the community.

Our grant donation of £2,500 will fund a number of Cytech training courses so their team of volunteers can deliver sessions in the community to individuals who have poor mental health – giving them a sense of purpose and a first step towards resuming employment.

The Chronicle Sunshine Fund is a North East based charity that enhances the lives of local children with disabilities by funding equipment to meet their needs, such as specialist beds, wheelchairs, trikes, IT and sensory equipment.

This charity was nominated by a Maximus colleague who believes the Chronicle Sunshine Fund has a positive impact on people's lives.

Our donation of £2,500 will contribute towards IT and sensory equipment for children with disabilities. The specialist equipment will enable them to communicate effectively with loved ones.



Velindre Cancer Centre provides specialist cancer services to over 1.5 million people in South East Wales and beyond. They are one of the largest cancer centres in the UK.

This charity was nominated by a Maximus colleague whose mother was cared for by the centre when she was terminally ill with cancer.

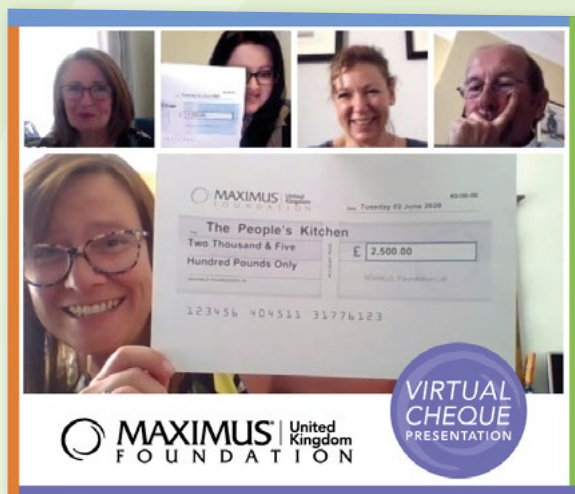
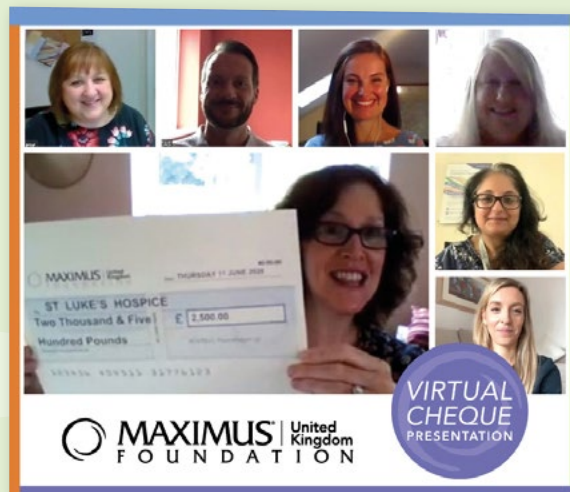
Our grant of £2,500 will help fund nurses who provide specialist psychological and wellbeing services to cancer patients in Wales.



St Luke's Hospice Plymouth is an independent charity providing specialist care and support to people with progressive life-limiting illnesses in Plymouth.

This charity was nominated by a Maximus colleague as the hospice supported a member of their team at a time they were diagnosed with breast cancer in 2015.

Our grant of £2,500 will contribute to their services of providing the best end of life care with compassion and dignity during these difficult times, keeping more people out of hospital and protecting NHS services.



The People's Kitchen / Newcastle upon Tyne supports homeless and disadvantaged people in the Newcastle area, and has been doing so since 1985.

This charity was nominated by a Maximus colleague who believes that no-one should have to live on the streets.

Our donation of £2,500 will fund 50 welfare packs, containing food and toiletries, to homeless and disadvantaged people in Newcastle.

Grant-giving Autumn 2020 (Cycle 12)



This section details all cycle 12 beneficiaries, including the work they do, why they were nominated and how our donation will be spent.

4 Louis is a national bereavement charity supporting people affected by miscarriage, stillbirth and the death of a baby or child. They provide memory boxes to bereaved parents that include things such as hair, handprints etc.

This charity was nominated by a Maximus colleague who accessed the 4 Louis in the past and was provided with a box following the loss of someone close.

Our donation of £2,500 will enable them to continue supporting people affected by stillbirth, miscarriage or the death of a baby or child.



Adam's Rose is a bereavement charity currently based in and around Cambridgeshire. It offers dedicated support to spouses, parents and siblings who are experiencing grief.

This charity was nominated by a Maximus colleague who admires the team at Adam's Rose as they have experienced first-hand what it is like to lose somebody precious.

Our donation of £2,500 will enable them to continue providing much needed support to people who are experiencing grief following the loss of a loved one.

Braintrust is a national charity that help people live life with a brain tumour. Their 24/7 support is available to everybody affected by any type of brain tumour from the point of diagnosis.

This charity was nominated by a Maximus colleague whose close friend had brain surgery in 2019 to remove a Pilocytic Astrocytoma. Plans are now in place for surgery to take place in the near future.

Our grant donation of £2,500 will enable them to continue supporting many individuals affected by a brain tumour.





CHICKS / Go Beyond is a national charity that provides respite breaks to children aged 8-15 who may be living in poverty, a carer, a victim of bullying or abuse, or have been bereaved.

This charity was nominated by a Maximus colleague who recognises that underprivileged children are likely to experience worse health and employment outcomes than.

Our donation of £2,500 will help fund much needed breaks and experiences for young people who have faced serious challenges. Allowing them to think beyond today for a bigger, brighter future.

Homeless Aid UK is a national organisation established and operated by a team of volunteers who work across Bolton, Manchester, Liverpool and Wigan areas. They supply food hampers and clothing to the growing number of people living in poverty.

This charity was nominated by a Maximus colleague who has supported Homeless Aid UK in the past and seen the difference they make to users by providing meals for those in need.

Our grant donation of £2,500 will help them continue to support homeless people with food and clothing during difficult times.



Lanarkshire Cancer Care Trust use volunteer drivers to take cancer patients to hospital appointments, clinics, and day-care facilities for free.

This charity was nominated by a Maximus colleague who, along with their family, has used this service many times over the years as they facilitated transport for 25 radiotherapy and other treatment sessions.

Our grant donation of £2,500 will enable them to continue providing vital transport services to cancer patients so they can attend their hospital appointments without additional cost or worry.





Mahdlo Youth Zone provides positive activities for disadvantaged young people in Oldham aged 8-19 (or upto 25 for people with a disability). These include sports, arts, personal development, crime prevention, health and wellbeing.

This charity was nominated by a Maximus colleague who has relied on Mahdlo for support with her 4 children. Before Covid-19, her children enjoyed social activities and experiences from the different types of hobbies available at the centre.

Our donation of £2,500 will contribute towards more activities for young, disadvantaged people helping them to take part in essential life experiences.

Midland Langa Seva Society strives to help schools, those living on the street, safe houses and those on the poverty line by providing hot food and drinks.

This charity was nominated by a Maximus colleague who has been volunteering with the charity on a weekly basis along with her husband and children for over five years.

Our grant donation of £2,500 will enable MLSS to continue providing meals and essentials to disadvantaged people in the local area.



Muscular Dystrophy UK is a national charity that brings together people affected by more than 60 rare and very rare progressive muscle-weakening and wasting conditions.

This charity was nominated by a Maximus colleague whose friend has twin boys who were diagnosed with FSHD in 2019 and has been so inspired by the bravery of the family she is keen to support funding Muscular Dystrophy UK.

Our donation of £2,500 will contribute to the charity's much valued work in providing advice, resources and equipment to people affected by these rare conditions.



My AFK is a national charity supporting disabled children, young people and their families. They help prepare young people with learning disabilities and autism for life after school.

This charity was nominated by a Maximus colleague who lives close to My AFK and knows of the work they do through friends.

Our donation of £2,500 will enable My AK to continue supporting disabled children, young people and their families for life after school through accredited education, training and work experience programmes.



Ovarian Cancer Action focuses on raising awareness and scientific research around prevention of the disease, early diagnosis and developing effective, personalised treatments.

This charity was nominated by a Maximus colleague whose mother passed away due to Ovarian Cancer aged 58 so has experienced first-hand the lack of treatment options available.

Our donation of £2,500 will enable Ovarian Cancer Action to continue raising awareness and conducting scientific research into ovarian cancer.

The Prince of Wales Hospice provides palliative care and support for patients in West Yorkshire with life-limiting illnesses and their families. The hospice offers inpatient and outpatient options as well as respite care to ensure that the best care and dignity can be provided at the end of life.

This charity was nominated by a Maximus colleague whose niece and sister were cared for at the hospice for several weeks prior to their deaths. The family were also supported during and after their deaths.

Our funding of £2,500 will contribute to the ongoing care of people with life-limiting illnesses and their families.





The Social Hub Wolverhampton is a community-based mental health preventative service serving the people of Wolverhampton. The charity works to tackle social isolation and loneliness by offering group sessions, peer mentor training and volunteering.

This charity was nominated by a Maximus colleague who has seen first-hand the importance, value and effectiveness of the service in supporting people experiencing mental health issues.

Our donation of £2,500 will help fund vital mental health support through counselling and psychological therapies for local people who are experiencing difficulties.

Tall Ships is a sail training charity that focuses on helping young people redefine their horizons through adventure by learning at sea. The vast majority of participants on the youth development programme are disadvantaged or disabled.

This charity was nominated by a Maximus colleague whose landlady lost a son who was connected with Tall Ships and has fundraised in his name ever since. The colleague's son received a sailing voucher as part of the fundraising and he is now a Skipper.

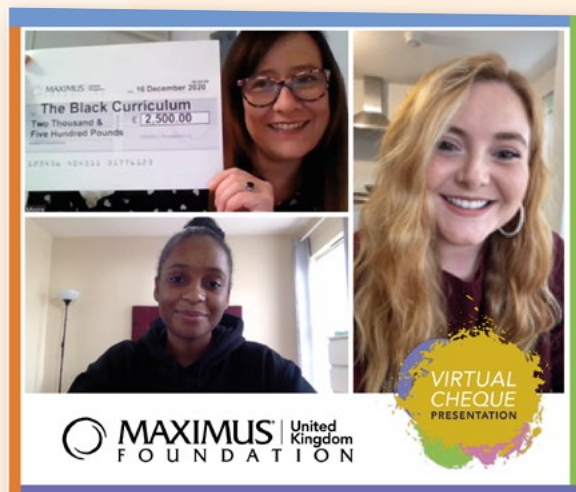
Our grant donation of £2,500 will contribute to more learning-at-sea experiences for disadvantaged and disabled young people helping them to develop and flourish.



The Black Curriculum is a social enterprise that aims to deliver Black history across the UK. The charity runs a range of virtual and in-person programmes to schools, young people and businesses to promote the importance of Black history

This charity was nominated by a Maximus colleague whose partner's family originated in the Caribbean. She feels hurt and angered because her partner has been racially abused multiple times throughout his life.

Our grant donation of £2,500 will fund further black history training sessions to young people, helping them to achieve a sense of belonging and instigating social change.



Trussell Trust supply national foodbanks around the country. Their mission statement is to end hunger and poverty in the UK. They also address underlying causes of poverty to help the community get out of hardship and make positive changes.

This charity was nominated by a Maximus colleague whose family used a local foodbank when they were younger. This colleague believes that most people will have times of hardship in their life and this type of charity is invaluable when they do.

Our contribution of £2,500 will go towards their work of supplying local foodbanks.



WEB Merseyside is a community-based organisation that supports women, men and children who may be isolated, victimised or discriminated against. They provide time, space and flexible space to help users regain confidence and self-esteem, opportunities for personal growth and development

This charity was nominated by a Maximus colleague who has supported WEB Merseyside in the past and it is extremely close to her heart. She wants to recognise the effort, passion and commitment that the Centre Manager gives to the cause.

Our donation of £2,500 will ensure support is provided to local people who are going through a difficult period.



Get involved and help us fill the map

- Donations made between 2015 and 2019
- Donations made in 2020

Make a donation

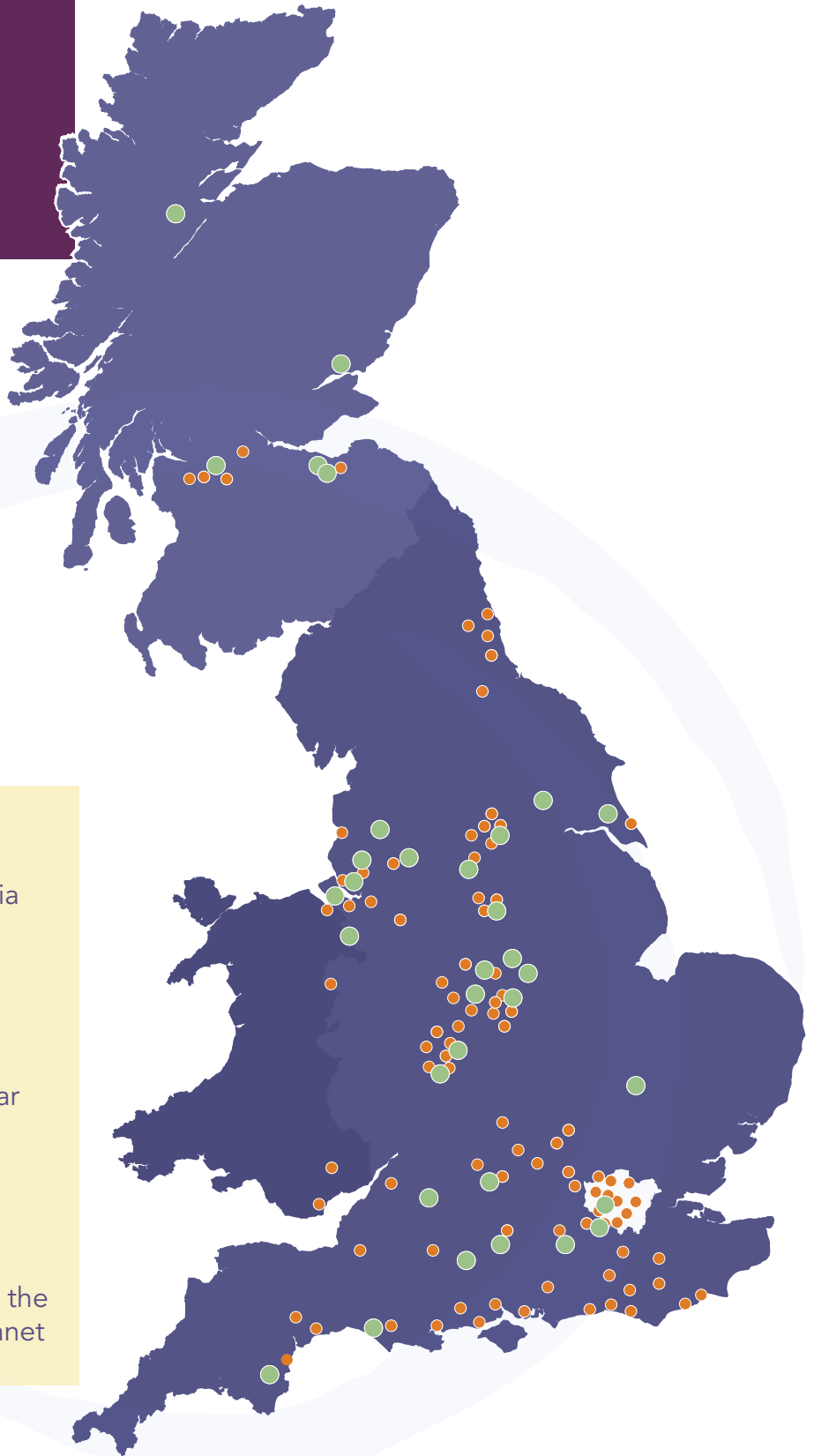
Anyone can make a donation via our **Just Giving** page

Sign-up to payroll giving

Colleagues can visit **Maximus Benefits Centre** to make regular payments via payroll giving

Nominate a charity

Colleagues can nominate their favourite charity by completing the **nomination survey** on the Intranet



f www.facebook.com/maximusfoundationuk
in www.linkedin.com/showcase/maximus-foundation
✉ foundation@maximusuk.co.uk
🌐 www.maximusuk.co.uk/foundation

Colleague Driven. Community Focused.
Charity No: 116326

Disclaimer: This annual review contains information on the awarding and pledging of funds between 1 January and 31 December 2020. In some cases, the payment transactions were made after 31 December 2020. This publication is not intended to replace the official annual report, which contains different data and can be found on the Charity Commission website.