

Community

let's make a  
**better**  
world



## Community

BT is committed to make a positive difference in society by acting responsibly in our everyday business conduct and by making specific investments in the communities in which we operate worldwide.

Our community investment (including charity donations, volunteering and in-kind support) is focused on activities that inspire people to make a better world through the power of communication skills and technology.

In financial year 2006 we invested £10 million and provided a further £11.3 million of in-kind support, bringing the total given since 2000 to £90.2 million

## Charities and fundraising

BT has a strong commitment to community investment around the world and we work with a number of strategic charity partners in the UK, Europe, the US and Asia Pacific. Our aim is to inspire people to make a better world through the power of communications skills and technology and we support our charity partners by giving them access to communications technology and our business expertise.

### UK charity partnerships and fundraising

We partner with charities and help co-ordinate major fundraising events, including telethons. We manage the telephone network for these events, and our call centres take donations over the phone.

#### ChildLine

BT is a founding partner and major supporter of [ChildLine](#) the free 24-hour helpline for children. Nearly 2 million children have been counselled by ChildLine since 1986.

We are supporting ChildLine's campaign 'Am I Listening?'. This will help ChildLine extend its services so all young people experiencing problems can talk to someone. In the last two years we have raised over £3.1 million for the appeal from BT, our employees and our customers.

We also give in-kind support including strategic and technical advice, office space, staff fundraising initiatives, and sponsorship of the BT ChildLine Awards.

#### Children in Need 2005

The BBC Children in Need Appeal helps UK children who have experienced disadvantage. In 2005 BT provided the network support to over 50 call centres handling 263,768 calls during the show. In addition BT provided a number of its own call centres operated by staff and volunteers which contributed to a record £17.2 million being raised on the night.

#### Comic Relief

Comic Relief's vision is of a just world free from poverty; the organisation uses the power of entertainment to drive positive change. Volunteers in 180 call centres handled around a million calls on the night of Red Nose Day 2005. The on the night total was a colossal £37.8 million with a phenomenal total of £65.1 million raised across the entire campaign.

#### Disasters Emergency Committee - Asian Earthquake (Pakistan) appeal

BT provides technical and administrative support to the Disasters Emergency Committee (DEC), a charity that runs the national appeal to help the UK's leading humanitarian agencies alleviate suffering from disasters abroad.

In 2005 130 BT volunteers manned the BT Tower to take live telephone donations, collecting over £400,000 on the night for the Asian Earthquake appeal. Phone donations raised a fantastic £9 million overall.

An expert team of BT volunteers visited the disaster zone to establish satellite communications links - enabling emergency services to access the worst affected areas. BT donated £869,000 in resources, equipment and volunteer hours. We are establishing a stand-by team to respond immediately to future disasters.



## Global charity partnerships and fundraising

Internationally, we concentrate our community investment on countries where BT has a presence and can positively impact the local community or where information technology can make a huge difference to communities who currently have no access to the digital world.

These are some of the projects BT supported worldwide during financial year 2005/06:

**Germany:** BT supports a children's charity called SOS-Kinderdorf e.V. which gives disadvantaged children a normal family environment based around a village concept.

**Ireland:** BT is the main sponsor of the BT Young Scientist and Technology Exhibition, which enables thousands of students across Ireland to develop and showcase innovative science and technology projects.

**Spain:** BT supports a range of charities including a music foundation for young people and Save the Children. BT has worked with the Spanish Department of Education and the British Council to support English teaching in schools, donating PC equipment and hosting a web-community connecting 44 Spanish schools with schools in the UK.

**North America:** BT supports a range of community organisations including Project Renewal of New York City, a homeless charity. The company matches employee donations to non-profit organisations helping those in need. Five regional teams of employees across the Americas are active in regular volunteering programs, with support from BT.

BT donated \$10,000 to the American Red Cross following Hurricane Katrina and many offices provided relief assistance. The BT Americas Women's Network collected boxes of clothing and personal items for areas affected by Katrina.

**India:** BT sponsors ICT education in two schools in India. See [ICT education in India](#).

## Community awards and resources

### BT Community Connections

Since 2002, BT's Community Connections award scheme has provided internet-ready PCs to over 4,600 community and voluntary groups in the UK with an estimated 285,834 direct and 1,021,395 indirect beneficiaries.

### Free 'Bidding for Funds & Resources' booklet

'Making It Happen' is BT's Guide to Unlocking EU Funding'. It helps UK public sector organisations such as schools and hospitals, as well as businesses and charities, to access €50 billion of European Union funding, much of which currently goes unclaimed. It is available here as a free [PDF download](#) or you can buy a copy from [Portico's online bookshop](#).

### Free websites for community groups

BT works with IK Software to make free, simple to build websites available for UK charities and community groups. More than 4,000 UK schools have already created excellent new sites - all developed and maintained by pupils and teachers.

## Education

Surveys of our stakeholders have shown that education should be a top priority for our social investment. The BT Education Programme focuses on communication skills and closely supports citizenship teaching as part of the UK national curriculum.

Our educational initiatives include:

- Education in schools - we help to improve the communication skills of young people across the UK, and encourage good citizenship. We deliver in-school events using teams of actors and over 2,500 BT volunteers and governors.
- On-line resources - we provide materials for teachers, pupils and parents.
- Awards - for teachers and schools.



- Life skills - we help to improve interpersonal communication skills in all areas of life.

Information about all our education activities can be found at [BT Education](#).

## Education in schools

The BT Education programme is one of the UK's most significant corporate investments in the education sector. It includes free speaking and listening resources, and an in-school communication skills roadshow which demonstrates how to use the materials in the classroom.

By the end of the 2006 financial year, the roadshow had made 749 school visits. More than 2 million children have been involved in the BT Education Programme since 2000.

Specially developed curriculum resources and a dedicated website [BT Education](#) provide learning materials to help teachers, parents and pupils develop their communication skills.

The resources range from DVDs and downloadable lessons to interactive web-based activities. All resources on the website are available for free and are aligned to the UK National Curriculum and Scottish Guidelines. The site contains regularly-updated programmes of work and activity sheets for subjects such as citizenship, literacy, PSCHE, English and Drama.

For more details see [BT Education](#).

### **BT Volunteers**

BT and ex-BT employees assist with the delivery of all BT Education activity. These volunteers take a DVD-based programme to schools not visited by our communications skills roadshow. In the 2006 financial year, they delivered our material to over 125,000 school children.

We support over 760 BT people who are school or college governors, or work-experience supervisors.

## BT Schools Awards

The [BT Schools Awards](#) are open to all schools in the UK.

Grants worth up to £3,000 are awarded to schools which can demonstrate that they are helping young people improve their communication skills.

In the 2006 financial year, we gave awards to 195 schools. Each winner received £1,000 cash to spend how they wish, a DVD player, a set of free communication skills resources and a special drama workshop in their school

## Teaching Awards

BT is an associate sponsor of the Teaching Awards, sponsoring the Primary Teacher of the Year category. The awards celebrate the achievements of teachers in England, Wales and Northern Ireland and are designed to raise awareness of the profession. They culminate in a national event broadcast by the BBC.

## Arts for All

BT's "Arts for All" programme has already made one of the largest modern and contemporary art collections in the world easily accessible through Tate-online, the UK's most visited visual arts website. We are also working with the National Theatre, The British Film Institute and The Philharmonia Orchestra to make theatre, film and music more readily available to schools and pupils.

## Life skills

### **TalkWorks**

TalkWorks is a package of books, audio material, videos and workshops developed by BT to help everyone improve their spoken communication skills.



The TalkWorks products can be borrowed from some public libraries or ordered via the helpline on 0800 800 808. Workshops can be arranged by calling 0800 389 8255.

## ICT education in India

BT supports two information and communication technology (ICT) education programmes in India:

### **Katha Information Technology and E-commerce School (KITES)**

In 2001, BT began working with Katha, an education charity that helps children from the poorest communities in Delhi, Katha creates a proactive and interesting learning environment for the children, many of whom have never attended school or who have dropped out of education - with the ultimate goal of getting them back into education.

BT and Katha established KITES in Govindpuri - Delhi's largest slum area. The school enables children from the poorest communities to learn ICT skills. BT provided the computer labs, equipment and software so students can access the latest technology.

So far over 3,000 children have acquired ICT skills from basic computing to complex software programming. A number of graduates have found employment in IT related fields.

Parents and local shopkeepers can also learn computer skills at KITES.

Many BT employees based in Delhi volunteer at Katha helping to teach and coach the children.

### **BT & St Crispin's IT Training Centre**

BT & St Crispin's IT Training Centre opened in April 2006, with a state-of-the-art computer lab, audio-visual equipment and teaching classroom. It is an initiative supported by BT and run by St Crispin's a charity in Pune which provides a residential home and school for 675 underprivileged children.

The Centre will train 1,400 children in IT vocational skills over the next three years, enabling them to secure employment and break the cycle of poverty.

## Employees in the community

We encourage employees to give their time as volunteers to good causes in their local community and to raise money for charity.

### **BT Volunteers**

We have over 2,500 BT Volunteers and Governors who mainly work in schools supporting our Education Programme. BT recognises the importance of volunteering for personal development and gives employees up to two hours off each month to volunteer in schools subject to operational constraints.

### **Give As You Earn**

This is our payroll giving scheme. Over 10,000 BT people donate to charity this way giving just under £2 million in the 2006 financial year. BT gave £1 million in match funding. During 2006/7 we will be extending our employee giving programme to more employees worldwide.

### **BT Community Champions**

This enables BT employees to apply for cash grants of up to £500 or sports kit (for an under 18s football team or a disabled adult team) for their local community group, charity or school, where they volunteer.



## **BT Chairman's Awards**

BT Chairman's Awards recognise and reward BT people for their outstanding commitment to community groups and organisations outside working hours. The winner of each category receives £3,000 and the runners-up receive £1,000. There is also an outstanding achievement award worth £3,000.

## **Community Committees**

Community Committees are groups made up of a cross-section of BT employees, based in our key countries, who ensure a local perspective on our community, charity and volunteering activities. Committees in Ireland and Spain are already in place.

## **Arts and heritage**

In the digital age, where communication is almost instantaneous and information more plentiful and accessible than ever before, it is easy to forget just how quickly we've advanced. Responsible management of our telecommunications heritage is an important part of corporate responsibility for BT.

We also use our technology to help thousands of people access art online. This removes the obstacles of geography and travel which can otherwise prevent people from experiencing the richness of our artistic heritage.

## **Tate Online**

BT has been exclusive sponsor of the virtual gallery, [Tate Online](#) since 2001. This online gallery provides access to over 65,000 works from the Tate Collection as well as information on exhibitions and events at the four Tate Galleries. The site is powered by BT and we provide free technical support, hosting and online broadcasting. Over 7 million unique visitors visited Tate Online in 2005.

## **BT's heritage collection**

### **Connected Earth**

BT has a large collection of historic telecommunications artefacts, documents, images and films of acknowledged national significance. We are committed to preserving this collection, known as Connected Earth, and making it available to the widest possible audience through museums across the UK.

Connected Earth exhibitions are now on show at:

- Goonhilly Satellite Earth Station Experience, Cornwall
- Avoncroft Museum of Historic Buildings, West Midlands
- Amberley Working Museum, West Sussex
- The Royal Museum in the National Museums of Scotland, Edinburgh.

Objects from the collection can also be seen in Porthcurno Telegraph Museum in Cornwall, the Museum of London and the Science Museum. Connected Earth galleries are also planned at the Museum of Science and Industry in Manchester and Milton Keynes Museum.

### **Connected Earth - Online museum**

The [Connected Earth online museum](#) has over 1,000 pages exploring the history of communications over the past 200 years. It charts the rapid improvements in our ability to transmit information, ideas, words, pictures and speech across the globe. The site had over 1,231,000 visitors in 2005.

Free teaching resources on the history of communications are available from the [Connected Earth Education Centre](#).



## BT Archives

The [BT Archive](#) documentary, image and film collections date back to 1846, reflecting our history as the world's oldest telecommunications company. Most of the collections are public records held on behalf of the nation. They are an internationally significant historical resource and can be viewed in our dedicated research facility in central London, see [BT Archives](#).

## Community - Key Performance Indicators

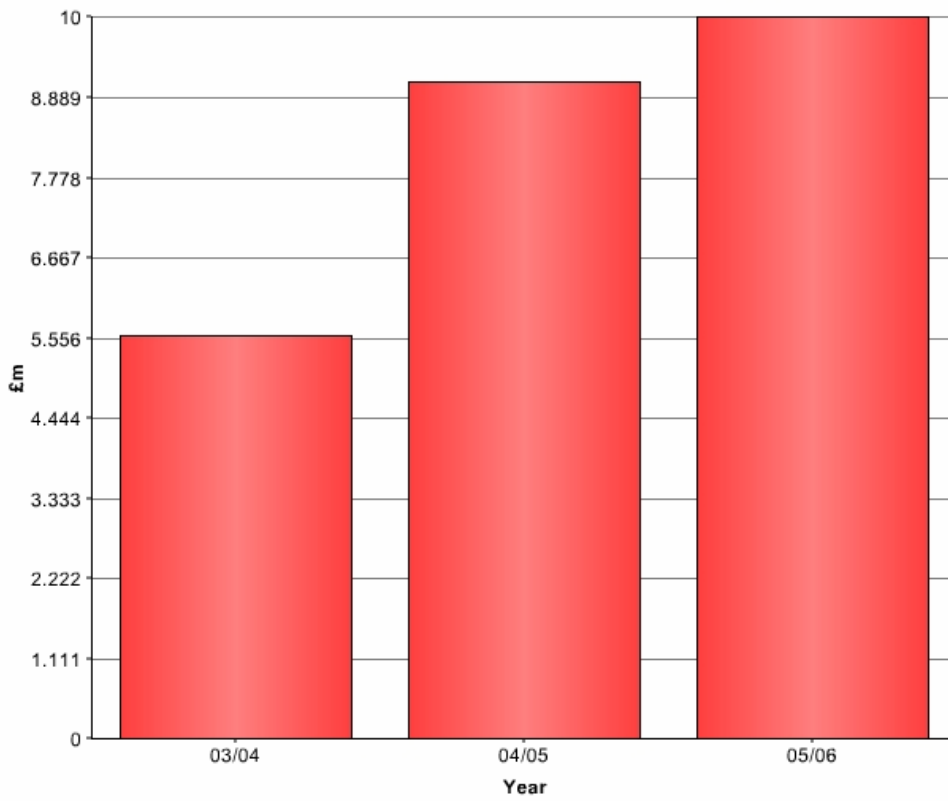
Indicator	Description	Measure	Target
<b>Community contribution</b>	A measure of our investment in society	During the 2006 financial year BT provided £21.3m in funding and support in kind.	Maintain a minimum investment of 1% of pre-tax profits and trial a new measure of community programme effectiveness during the 2007 financial year.

## Community Targets

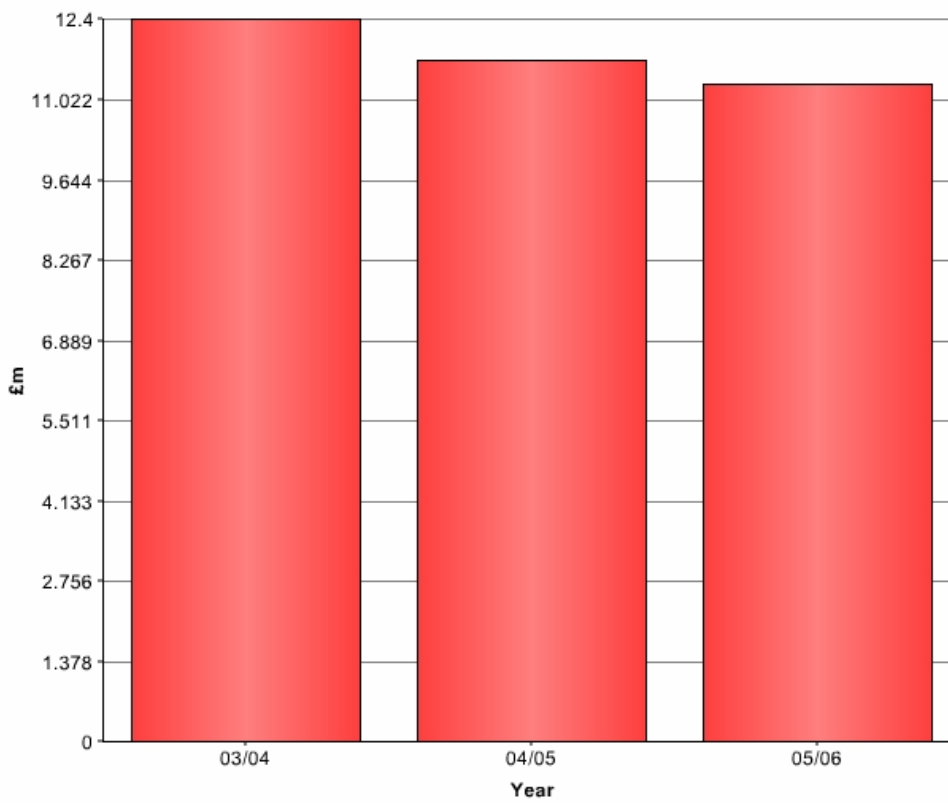
Start Date	End Date	Description	Update	Target Status
April 2007	March 2007	Through BT's fundraising initiatives, we will raise over £1million for our selected charity partners.		New
April 2006	March 2007	BT will increase the number of BT employees who join the "Give as you Earn" scheme by 10%.		New
April 2006	March 2007	BT will provide a minimum of 1% of our 2005 financial year UK pre-tax profits to activities in support of society, either through direct funding or through support in kind.		New
April 2006	March 2007	BT will ensure that 3 million young people benefit from BT's free speaking and listening resources.		New
April 2006	March 2007	250,000 children will receive lessons from BT volunteers and special BT teams in the class room.		New
April 2005	March 2006	We will extend the existing sponsorship of an Indian school programme (based in a deprived area of Delhi) to a second school in Pune.	The BT & St Crispins IT Centre opened in January 2006 in Pune and is based in a school for over 600 disadvantaged children.	Completed
April 2005	March 2006	We will provide a minimum of 1% of our 2004 financial year UK pre-tax profits to activities in support of society, either through direct funding or through support in kind.	The target was achieved with a total figure of £21.3 million representing 1.1% of pre tax profits for the 2004 financial year.	Completed
April 2005	March 2006	We will extend our volunteering and charity matching activities to employees based internationally to give something back to the key communities in which we are present around the globe. Following research on local fit, a programme of country implementation with appropriate volunteering and charity matching activities, funding and measures will be agreed with the Global Services Executive.	Work on this target was delayed pending a re-refresh of the BT-wide Community Investment strategy. This strategy was agreed in March 06 and global implementation of volunteering, charity matching and charity partnerships is scheduled for April/May 06.	Delayed
April 2005	March 2006	We will launch the LifeLines India community investment programme (in support of the UN Millennium Development Goals, aimed at bridging the digital divide in a developing country).	The LifeLines India programme remains in progress but has met several operational delays resulting in the new anticipated launch date of June 2006.	Delayed



### Financial contribution



### Funding and support in kind



**Direct contribution to charity**

