

Yeo Valley & Holt Farms

A Summary of our Charitable Support

Like many businesses, Yeo Valley receives many requests for support from a wide range of very worthwhile charities, both local and national. Sadly, our resources are not unlimited so we have to make sometimes very difficult decisions on those which we can support. Broadly we have decided that, whilst we will support charities local to us, our main charitable support will be focussed on a core charity which has links to children, health, education and the countryside.

Local Charity Appeals

We support local schools and village appeals with products to use as ingredients for teas, cooking, baking, stalls or picnics, or a filled cool bag for a raffle prize and rarely with small sums of money. Each request is considered on its merit and some have to be refused if we feel they are too far away from our sites or don't seem to fit our company's ethics and objectives. All donations that we make are co-ordinated by Vivien Heal at our Mendip Centre head office so that we can keep track of where our gifts are going.

Yeo Valley's Main Charity



We have selected one main charity to support [The Calvert Trust](#) is based in Exmoor and offers



adventure holidays for disabled people and their families. The centre, based in a renovated Victorian farm overlooking a picturesque lake near Barnstaple, gives people

with sometimes severe disabilities the opportunity to try outdoor activities for themselves, often for the first time. Abseiling in a wheelchair may sound tricky, but that's what the visitors can do at Calvert, as well as horse-riding, sailing, climbing and a whole host of other testing activities. It's one of the few places in the UK where disabled people can stay with their families in purpose-designed facilities and where the whole family can participate in the activities run by the centre's expert instructors.



Most families stay for a week and leave the centre elated at having achieved so much more than they ever thought possible.

In 2004 and 2005 Yeo Valley donated a total of £25,000 toward the building of an all-access ropes challenge course which was completed spring 2007. In May 2008 we donated a Solar Powered



all-terrain **Tramper** wheelchair, worth over £8,000, to the centre to provide visitors with the option to travel where normal wheelchairs would fail to go. Until February 2009, we also



supplied Yeo Valley Organic yogurts, cheese and milk to the centre on a weekly basis as a donation – this meant that the people staying at the centre (*which can accommodate up to 55 people*) enjoyed healthy organic products after a day of healthy activity, whilst the charity saved on its food bill. Over 2,500 people stay at the Exmoor Centre each year.

The first delivery in January 2005 was met with great enthusiasm by the centre's staff and visitors. Kevin Lymer, Head Chef of the Calvert Trust said, "*It's absolutely fantastic, I just ring up with my order and the food is delivered the next week – it's just so easy. The Yeo Valley products are perfect for our needs; many of our disabled guests have special*

dietary requirements and the fact that Yeo Valley food is organic and of such high quality really helps them. Of course, it also cuts the cost of our food bill so we are all very grateful for this wonderful service."



Jackie Kelly, Yeo Valley's then Regional Account Manager, when first visited the Exmoor centre and found it "*a totally inspiring place*". She saw some of the disabled visitors taking part in the outdoor activities and said "*I just felt so glad that we are doing something to support such a fantastic charity.*" The Calvert Trust, which also has centres in Northumbria and the Lake District, has just launched an appeal to extend its buildings and facilities in Exmoor.

Other Charities



With a special weekly delivery to Exmoor for the Calvert Trust we are also donating product to nearby



Little Bridge House, a hospice for terminally-ill children



run by Children's Hospice South West - the same organisation behind Babe's Big Appeal for a similar centre at **Charlton Farm** at Wraxall that opened on the 30th April 2007. As well as providing respite care, the charity looks after children in the last few days of their lives, with their families able to stay with them at such a difficult time. £3,000 was donated for their sibling week-end in 2006. Again until February 2009, Yeo Valley donated produce weekly to both locations which reduced the running cost of their centres; the plight of the children is incredibly sad but the quality of care and support given to them and their families is second to none.



Finally, the Yeo Valley's third key charity is BIBIC the **British Institute for Brain Injured Children** - near Bridgwater so we supply them with free Yeo Valley Organic products as well. BIBIC helps children with brain injuries,

either from birth or as a result of accidents, with innovative care and rehabilitation. For their families, BIBIC is often the last resort but it has had some spectacular results. The staff there includes a nutritionalist who recognises the importance of diet and its relationship to children's behaviour patterns and concentration abilities so organic foods are firmly recommended. Early in 2006 Yeo Valley became BIBIC's main sponsor for their fund raising Spring Ball by donating £8,000, this was repeated in 2007.



Yeo Valley Organic is a core sponsor of the Glastonbury Festival which is held only 25 miles from our Cannington dairy. We sell yogurt and frozen yogurt in unique Glastonbury packaging to thousands of

hungry festival-goers. As part of this activity, we also support Glastonbury Festival's chosen charity WaterAid, which helps provide clean drinking water, effective sanitation and hygiene education to underdeveloped countries around the world. At the 2008 & 2009 festival, 20% of the price of every Yeo Valley Organic pot was donated to **WaterAid**.



Holt Farms Charities



In June 2005, **Holt Farms** commenced supporting **Hop Skip and Jump** with donations of £300 per month for five years. This is a charity that operates a new play and support centre located on an attractive green field site at Grimsbury Road, Kingswood, South Bristol. The Centre, designed as a giant log cabin, provides day care and supervised play for children and young people with special needs, serving Bristol, Bath and the South West. Their aim is to provide a safe haven for children, where they can happily play and have fun, giving parents some much needed respite and support.



The Mead family also continue to support the **Farm Crisis Network** charity and have done so since its development in 1993. This charity helps farming families through difficult times. It is based on local groups whose members have a combination of technical and pastoral understanding and are able to respond quickly and confidentially to requests for help.

The key contact for more information for charities at Yeo Valley is Mrs Vivien Heal, who can be contacted by email: vivien.heal@yeovalley.co.uk or telephone **01761 461478** or by letter to:-

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