

WILLIAM GRANT  
FOUNDATION



ANNUAL  
REVIEW 2015



# ABOUT THE WILLIAM GRANT FOUNDATION

**The Foundation** is a non-profit association established to support charitable causes. Its work is funded by William Grant & Sons Ltd.

The company has long given to a wide range of non-profit and charitable organisations and projects, mostly in Scotland. It is committed to donating one per cent of pre-tax profits each year to charitable causes.

The family shareholders of William Grant & Sons established the William Grant Foundation in 2014 to oversee and direct these donations. The Foundation's vision is a future where everyone in Scotland has the opportunity to thrive.

The Foundation is governed by a Management Committee representing shareholders in William Grant & Sons and their families.

Decisions regarding grants and donations are delegated to four funding groups, each

made up of shareholder family members who participate in the work of the Foundation in a voluntary capacity.

Each group is allocated a share of the Foundation's funds to disburse to organisations and initiatives working in Scotland that reflect a specific theme.

The four themes are:

- Health and Social Causes
- Natural and Built Environment
- Scottish Culture and Heritage
- Youth Opportunities.

The groups' work is facilitated and supported by two members of staff hosted by William Grant & Sons at its Bellshill offices.

A portion of the Foundation's funds is also allocated to support good causes selected by employees of William Grant & Sons, wherever they are in the world. This is called Employee-led Giving, and it constitutes a fifth strand of the Foundation's giving.

Cover images: Main image Carrick Centre, Maybole (photo by Ryan Ward); Breast Cancer Care; Old School Fabrications courtesy of Make Works  
This page: Grounds for Learning at Thornlie Primary School, Lanarkshire.



# CHAIRMAN'S MESSAGE



**We established** the William Grant Foundation to create opportunities that will help people and places to thrive over the long term.

During 2015 we made grants totalling £1.73 million that were distributed to over 50 organisations, 60 per cent of whom we were working with for the first time.

As a grant-making organisation we are very privileged, but with this comes the responsibility of ensuring that entrusted funds are used to good effect. It is striking to observe in the charities that we support the extent to which they are bold in their approach and innovative in their thinking.

Apart from the active engagement of family members in the Foundation's grant-making activities, it is excellent to note that William Grant & Sons' Employee-led Giving grew considerably during 2015. This type of charitable activity enables a wide range of important causes, which are dear to our employees, to be supported.

The Foundation's administration team, led by

our Chief Executive Nick Addington, also worked very hard in particular to develop relationships with key stakeholders. I would like to thank all those who've helped or been involved last year in the charitable work that we are doing.

The William Grant Foundation is carrying forward a commitment to giving back that earlier generations of family members held strongly. We are on a continuous learning journey about philanthropy, including gaining insight into the causes that we support. However, we want to better understand the impact that we can help to make, and this is a task that we will focus on going forward.

Our family business foundation is committed to helping make long-term, sustainable and positive change in Scotland.

Looking ahead, we therefore want to build on the relationships that we've established to make a genuine difference to people's lives and to help as many as possible to thrive.

**GRANT GORDON**  
Chairman, April 2016

"Our family business foundation is committed to helping make long-term, sustainable and positive change in Scotland"



# CHIEF EXECUTIVE'S SUMMARY

**The breadth** of our interests has made for a fascinating and inspiring first full year for the William Grant Foundation – and my first 12 months as its Chief Executive.

The wide scope of our Foundation, from social welfare to the arts, is one of the things that makes our position a privileged one amongst funders – and potent with possibilities.

We have the freedom to choose from any number of areas of need and opportunity where our support could be both extremely valuable and – for us – very fulfilling. We're also independent and flexible, with the freedom to work in a way that maximises impact but minimises bureaucracy.

We're already playing a part in enabling projects of national significance in relation to Scotland's culture and its built heritage.

Our funding has also made a crucial difference to transforming or sustaining the impact of smaller organisations. This could be at a local level or on critically important issues,

such as supporting parents and families in the early years of their children's lives.

In our first full year we've been open-minded about how to approach the broad themes we've chosen. We know that we've only just begun learning about how we can best make a difference.

We've used the process of researching organisations and starting to make grants as a means of developing our knowledge and insight. We hope the relationships we're developing with the organisations we've funded will further support our learning, both about the themes we're focusing on and also how to be a truly effective funder.

I'm proud that from the outset we've focused on the needs of the organisations we have chosen to partner with and considered how best our funding can add value to their work.

It's notable that some of our largest grants this year have been in the form of unrestricted donations. This approach frees

the organisations we support to decide how best our funds can complement their other resources to advance their own missions.

In 2016, we will maintain an equal focus on each of our strands of giving and will continue to develop our understanding of what matters to us about these themes.

We'll also continue to engage with our grantees, other donors and those with relevant expertise who can help us explore what it means to be effective as a funder in these areas.

With this in mind, we present this annual review not only as a way of reporting on our first year but also to help others curious about our new Foundation. We hope it helps you understand more about our interests and activities so some of you will help play a part in our future.

**NICK ADDINGTON**  
Chief Executive, April 2016



"I'm proud that from the outset we've focused on the needs of the organisations we have chosen to partner with and considered how best our funding can add value to their work"

## 2015 IN NUMBERS

**5 Themes** we support  
Read more about them on the following pages.

**52 Grants**  
Excluding Employee-led Giving and product donations.

**198**  
Employees whose fundraising, personal donations or volunteering were matched by the Foundation through Employee-led Giving

**40%**  
Of grants were unrestricted for general use by the charity

**8**  
New staff posts created thanks to our grants

**6**  
Capital (building) projects were supported  
£255,900 was given for capital spending, around 15% of the total donated.

**8**  
Grants supported the replication of effective services or ways of working to Scotland from elsewhere, or to new parts of Scotland

**7**  
Grants enabled innovation through pilot projects or research

**13**  
Projects were fully funded by our grant  
That's 42% of the grants we made for specific projects.

**£20k**  
Median grant size  
**3**  
Grants specifically focused on essential infrastructure like IT or strengthening organisations

Total value of grants and donations this year  
**£1,729,774**

**14**  
Grants helped to sustain existing staff posts

# HEALTH AND SOCIAL CAUSES

**Given the** range of issues encompassed by health and social causes, we realised early on that we needed to focus on some specific areas to have a meaningful impact.

But we aim for a consistent approach by seeking to fund initiatives that provide sustainable solutions and break a cycle of need that might affect several areas in people's lives including physical, emotional or social wellbeing.

Visiting Breast Cancer Care, to hear how our support has contributed towards its efforts in making a real difference in people's lives, was certainly a highlight for me this year. It drove home the impact even a relatively small grant might have on an organisation's ability to be effective and provide new and innovative solutions.

In this, our first year, we've learned much about the ways in which organisations think about a problem and how they address key issues and craft meaningful solutions.

Our areas of focus may change from year to year, reflecting a combination of interests within our group and issues facing Scotland as a whole.

We'll continue to evolve as we learn from our experiences so far. We've already started collaborating with others and reaching out to experts in the field such as academics or other philanthropists and I expect us to do even more of this in the coming year.

**ROLA GORDON**  
Chair, Health and Social Causes group

"In this, our first year, we've learned much about the ways in which organisations think about a problem and how they address key issues and craft meaningful solutions"



## CASE STUDY

Young families are receiving care and support thanks to Aberlour

### Aberlour Perinatal Befriending Support OUR DONATION: £60,000

GIVING babies the very best start in life is the aim of this pioneering pilot project in Scotland's Forth Valley.

Our grant will allow the project to work with many more families in the area.

Research shows that mental health issues have a huge impact during the perinatal stage – most commonly five months before and one month after a child is born – and there is a huge need for better care.

The befriending service matches highly trained volunteers with families who need some extra support because of perinatal mental health issues, sometimes compounded by limited family support or other issues like substance abuse.

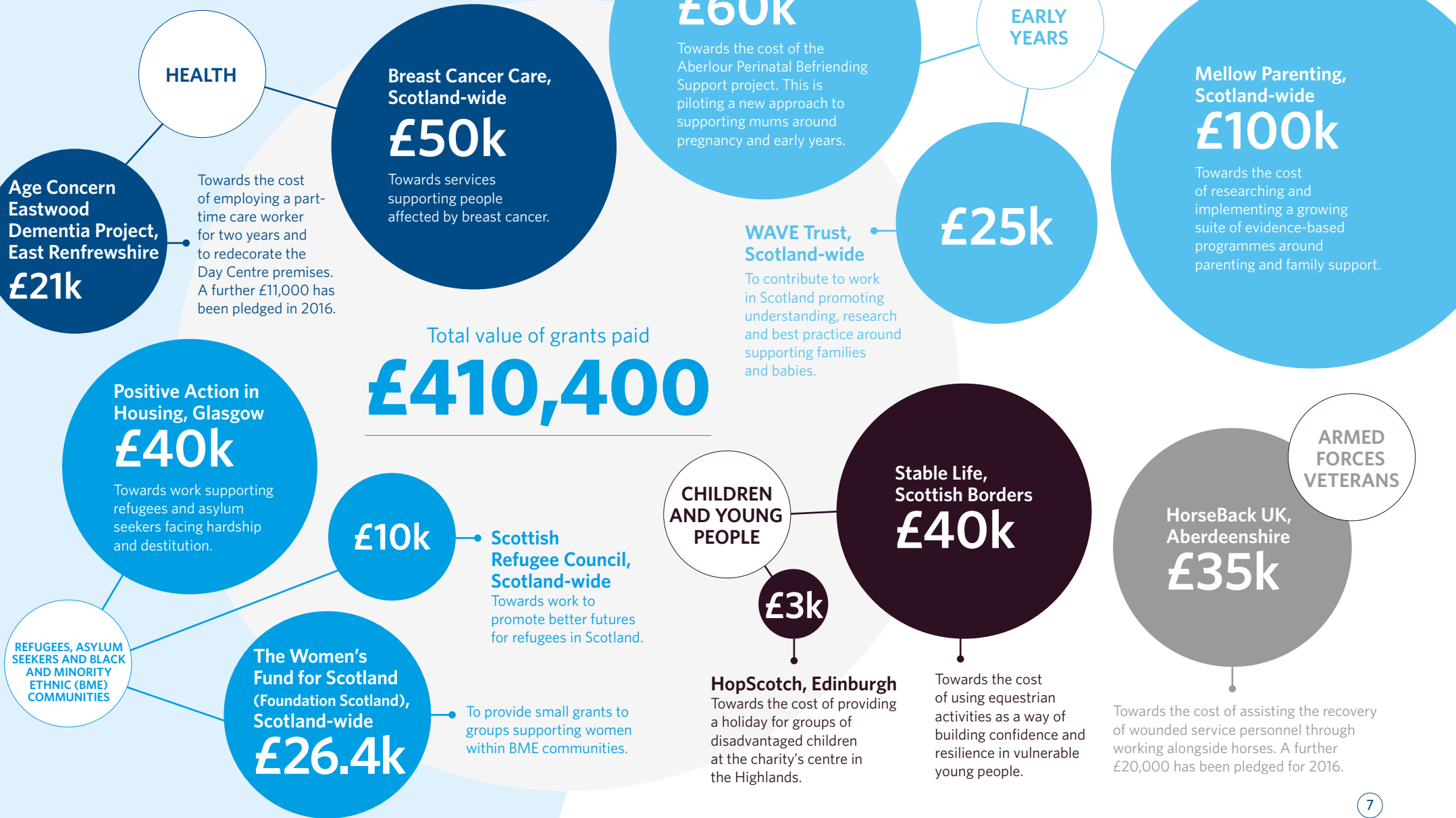
Aberlour, a leading Scottish children's charity, has based the service on a successful model that's currently used in England, but has carefully adapted it for Scottish communities.

The University of Stirling is evaluating the pilot project to determine if it merits being rolled out to other parts of Scotland.

"There's a real need for the kind of service we're providing," explains Aberlour's Assistant Director of Operations Liz Nolan. "If we work with families at an early stage, it can stop the need for intervention later on."

"The money from the Foundation means we can expand our service and offer it to more families, which is really good news."

## HEALTH AND SOCIAL CAUSES SUPPORTED PROJECTS





# NATURAL AND BUILT ENVIRONMENT

In 2015, our group positioned itself as a responsive, rather than issues-focused, grant-maker. We've aimed to spread support across a diversity of projects and right across Scotland.

As a result, my visits to organisations that we've supported took me from the Ayrshire coast to the far reaches of Sutherland. I got to meet some amazing people!

We supported capital projects, such as Ayr's historic Belleisle Conservatory, the creation of a Centre for Children's Literature at Moat Brae House in Dumfries and the development of a new community-run swimming pool at Girvan.

We assisted environmentally-focused projects, including conservation work by volunteers with the Scottish Wildlife Trust

in Ayrshire, and improving access to and appreciation of nature, such as Highland Birchwoods, with its camping week in the wilderness for Inverness schoolchildren.

In the Western Isles, our support for 'As Ùr' in partnership with the Carnegie UK Trust is helping pilot a new approach to sustainable housing by refurbishing derelict crofts: a project at the very intersection of the built and natural environment.

We're very aware of how the eternal pressure on organisations to secure funding affects their ability to enact projects and strategies. In light of this, our group will be looking to the benefits that multi-year funding might offer in future.

**CLAIRE GORDON**  
Chair, Natural and Built Environment group



"We've aimed to spread support across a diversity of projects and right across Scotland"



## CASE STUDY

Rural skills training at the Falkland Estate

### The Woodland Centre at Chancefield in the Falkland Estate, Fife OUR DONATION: £66,100

YOUNG people who want to work in the countryside will be able to learn their trade when a new centre for rural skills and the conservation of the natural environment opens this year.

Our donation to the Centre for Stewardship, which is based in the Falkland Estate in Fife, has played a vital role in making the project happen, meeting over half the building costs.

Using locally sourced materials, and guided by an eco-architect, the project team are renovating an old sawmill and adjoining brick building on the estate.

Where they can, they're re-using materials from the original buildings and have employed two young apprentices to help with the work.

It's hoped that by learning new skills, young people will find work, training and volunteering opportunities or set up entrepreneurial projects that contribute to the green rural economy. The centre will also be used as a volunteering and learning base.

Centre Director Helen Lawrenson says it's hard to explain how much the money means.

"We want to look after this estate and leave it as a better place for the next generation.

"The Foundation's donation has meant we can do just that while helping young people gain new skills and improving the environment."

## NATURAL AND BUILT ENVIRONMENT SUPPORTED PROJECTS

Falkland Stewardship  
Trust, Fife  
**£66,100**

To redevelop a derelict sawmill as a centre for rural skills training and to help employ a part-time development worker for 18 months.

Carnegie UK Trust  
(in partnership with Tighean  
Innse Gall and SBA Architects)  
Isle of Lewis  
**£50k**

Towards the cost of the As Ùr demonstration project, restoring a derelict croft house to create an affordable energy-efficient home.

Grounds for Learning,  
Scotland-wide  
**£45k**

To promote outdoor play in schools and to design and create improved playground environments.

**£5k** South Carrick Community  
Leisure, Girvan

To commission business planning consultancy and support in preparation for the opening of the new Quay Zone Leisure Centre. (A further £50,000 pledged towards building costs will be paid in 2016).

**£1k** Scottish Wildlife Trust  
(Head office), Scotland-wide  
General donation.

Belleisle  
Conservatory,  
Ayr  
**£20k**

Towards the cost of refurbishing the 19th century glasshouse in Belleisle Park, Ayr.

**£500\*** National Trust for Scotland,  
Scotland-wide

**£500\*** Association for the Protection  
of Rural Scotland, Scotland-wide

\*All general donations.

Total value of grants paid  
**£324,917**

Peter Pan Moat  
Brae Trust, Dumfries  
**£50k**

Towards the cost of rescuing the childhood home of author JM Barrie in Dumfries and turning it into a Centre for Children's Literature.

Scottish Wildlife  
Trust (South West  
Region), Ayrshire  
**£37k**

To employ a full-time Community Engagement Officer and support habitat conservation work.

Kilmahew /  
St Peter's, Cardross  
**£30k**

Supporting co-ordination and programme costs for public and community engagement around the project to develop the former St Peter's seminary and surrounding woodland into a unique destination for the arts, education and community.

**£18,567**  
Scottish  
Seabird Centre,  
North Berwick

To upgrade the Centre's IT system.

**£250\*** Wildfowl & Wetland Trust, Scotland-wide  
Glasgow Building Preservation Trust, Glasgow  
Thornlie Primary School, Wishaw  
Woodland Trust, Scotland-wide  
Seagull Trust Cruises, Scotland-wide

\*All general donations.



# SCOTTISH CULTURE AND HERITAGE

## We've enjoyed

the sheer variety of projects that we assessed and supported during 2015, from Clydesdale horses to moving image archives. There hasn't been a dull moment!

Our support extended to some of Scotland's national cultural institutions but also to rural arts festivals, The Cumnock Tryst and Dumfries and Galloway Arts Festival.

We supported new and emerging artists through residencies and bursaries and, mindful of our belief that participation in creative activities should be accessible to all, supported the work of Sistema Scotland in Stirling and the GalGael Trust in Glasgow.

Our largest donation was to the National Piping Centre, continuing William Grant & Sons' long-standing support of Scottish piping through the

Glenfiddich Piping and Fiddle Championships.

A particular highlight for me was visiting Hospitalfield in Arbroath to see how the two artists' residencies were getting on with their collaboration with two manufacturers.

It was uplifting to witness the enthusiasm of Bespoke Atelier who had been teamed up with a fibreglass manufacturer, and to hear what they had gained from the experience. It was also good to hear that the manufacturers had been enthused by the collaboration and inspired by the artists' creative input.

A key question looking ahead is how we can become a more effective responsive donor. We look forward to this challenge and to building on the steep learning curve of our first year.

**GRIZ GORDON**  
Chair, Scottish Culture and Heritage group

"A key question is how we can become a more effective responsive donor. We look forward to this challenge and to building on the steep learning curve of our first year"



## CASE STUDY

### Make Works, Scotland-wide OUR DONATION: £20,000

A FACT-FILLED, easy-to-access, online source of local manufacturers, material suppliers and workshop facilities was just what design graduate Fi Scott needed.

The problem was that it didn't exist – so Fi set out to build one.

Fi founded Make Works while still studying at Glasgow School of Art. Today it's an invaluable listing of talented manufacturers and craftspeople the length and breadth of Scotland.

Indeed, 'listing' doesn't begin to capture the sheer depth of information that Make Works provides.

This ranges from videos that let potential customers see who they're dealing with, to details of tools, materials, turnaround times, even what machinery is used.

The Make Works database – freely accessible at [www.makeworks.co.uk](http://www.makeworks.co.uk) – lists over 150 manufacturers across Scotland.

And it's growing all the time, says Fi, thanks in no small measure to £20,000 funding from the William Grant Foundation.

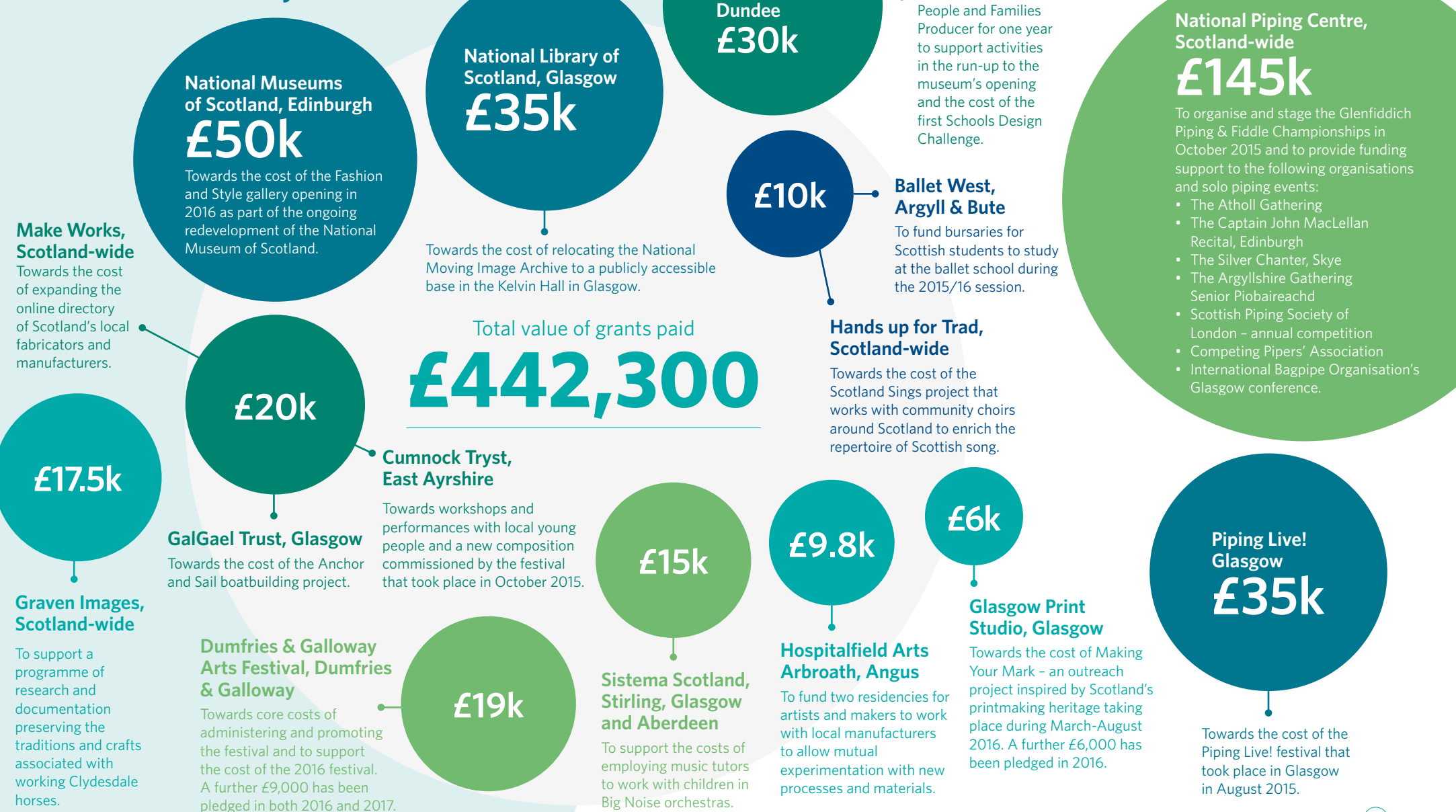
"Their backing was amazing! It's the reason why we've been able to grow so quickly," says Fi, originally from Edinburgh and now based in Glasgow.

"They were also so easy to deal with – it was really superb."

Fi and her small team have been using their funding to tour Scotland, source new manufacturers and add their details into what is now the go-to directory of contemporary Scottish manufacturing talent.



## SCOTTISH CULTURE AND HERITAGE SUPPORTED PROJECTS



WILLIAM GRANT FOUNDATION



# YOUTH OPPORTUNITIES

**Our group** is building on a track record developed since the creation of the William Grant Youth Opportunities Fund with Foundation Scotland in 2007.

Our work focuses on improving outcomes for young people living near our company's locations in Ayrshire, Lanarkshire and Moray and takes a highly tailored approach in each area.

We've continued to benefit from the partnership with Foundation Scotland who, as Scotland's community foundation, bring a wealth of knowledge and expertise to our work. Although the decision-making and strategic direction rests very much with us, Foundation Scotland continues to assess and manage grants on our behalf.

In 2015 we made four new awards in the Girvan area, further developing relationships with key local charities supporting young people.

In our other locations, we were pleased to see two of our key strategic investments reach important milestones. In Lanarkshire, the Pathways to Confidence project celebrated its first anniversary providing life-changing support to families. In Dufftown, Speyside Youth opened its doors to young people for the first time.

Looking ahead, we plan to deepen our investment in the three communities by focusing on:

- early years intervention
- increasing personal development opportunities
- reaching young people facing the greatest barriers to accessing opportunities
- skills and employability training – and links to social enterprise.

**NICKI COHEN**  
Chair, Youth Opportunities group

“Our work focuses on improving outcomes for young people living near our company's locations in Ayrshire, Lanarkshire and Moray and takes a highly tailored approach in each area”



## CASE STUDY

### Speyside Youth, Dufftown OUR DONATION: £18,882

A FUNDING package for a youth group has transformed into a story of leadership, vision and ambition.

We've provided £18,882 to enable young people in Dufftown, where William Grant founded the Glenfiddich distillery in 1887, to open their own Youth Café, as a safe, warm, fun place to go.

Initially open every Friday night at the village community education centre, it's been a resounding success.

“It's been brilliant!” says local businessman and dad of four Marcus Salter. “We'd originally planned for around 24 young people but have had as many as 32.”

Marcus and a handful of volunteers lend

advice and experience as members of an advisory group, providing guidance based on experience.

But decision-making and planning – including writing a business plan – lie with the Youth Committee, aged 13-17.

It's an opportunity they've seized. Plans are already in place to open every Thursday night for a younger age group, for a local youth football team and jogging group. And on the horizon are fundraising plans for a dedicated Youth Café home of its own.

“None of this would exist without the backing of the William Grant Foundation,” adds Marcus. “They saw the need and decided to do something about it.”

## YOUTH OPPORTUNITIES SUPPORTED PROJECTS

Towards the cost of a full-time job coach to deliver an Employment Support Scheme for 16 young people with additional support needs over two years.

Girvan Youth Trust,  
Girvan  
**£50k**

ACE  
(Adventure Centre  
for Education), Girvan  
**£49,320**

To meet the costs of supported six-month work placements for 16 young people to gain experience in outdoor activities over two years.

Foundation Scotland,  
Scotland-wide  
**£68,948**

To set aside for future grant making at the direction of the Youth Opportunities group.

Total value of grants paid

**£283,111**

Stepping Stones for  
Families, Girvan  
**£50k**

Towards the cost of employing a second Money Advice Worker for two years to extend the Girvan-based service to families in nearby Maybole and the surrounding villages.

Carrick Centre,  
Maybole  
**£45,961**

To upgrade the training kitchen and employ a catering tutor to provide employability skills training to young people over two years.

**£18,882**

### Speyside Youth, Dufftown

To meet the costs of group development and to launch a young people's drop-in service in Dufftown over nine months.

The Foundation routes all Youth Opportunities grants through our grant-making partner Foundation Scotland. They also released the following funds already held by them on our behalf during this year to projects approved in previous years:

**£105,507** to COVEY and Bellshill & Mossend YMCA for the Pathways to Confidence project in Lanarkshire.

**£21,108** to The Conservation Volunteers (TCV) for the Get Some Credit project with Girvan Academy.

**£13,259** to Stepping Stones for Families for the Girvan Money Advice Service.

**£8,000** to the Carrick Centre, Maybole for the Training, Employment and Enterprise project.

# EMPLOYEE-LED GIVING

**Employee-led** Giving is about supporting the good causes that employees care about the most. It is supported by an Advisory Group that includes employee representatives from across William Grant & Sons.

This year, it's really all been about testing the model we have for Employee-led Giving, embedding this approach in the UK and starting work in the US.

It was really great to see employees raising funds individually or together in events such as the Cateran Yomp in Scotland and to be able to match their efforts with funds from the Foundation.

I've certainly enjoyed the enthusiasm that's come from all quarters, particularly around connecting with organisations through

volunteering, for example, and not just writing a cheque.

The number of employees applying for matched giving in 2015 quadrupled compared to the previous year and nearly three times as much was given in matched funds. I don't think I expected the response to the re-launch of the programme to be quite so dramatic!

It's clear that the overall model has proven itself to work. In 2016, we'll be doing more of the same with a view to really getting giving established for employees who want to take up the opportunity. We're very much hoping to get the ball rolling in several other countries aside from UK and US.

**SALLY WOOF**  
Chair, Employee-led Giving group

"The number of employees applying for matched giving in 2015 quadrupled compared to the previous year and nearly three times as much was given in matched funds. I don't think I expected the response to the re-launch of the programme to be quite so dramatic!"

Bingo in Mexico City



## CASE STUDY

### Local Giving in action: William Grant & Sons Mexico OUR DONATION: £350

FIFTEEN employees from the Mexico City office brightened up Christmas 2015 for elderly residents in a charity-run care home.

The kind-hearted colleagues took blankets and cleaning supplies paid for by the Foundation, plus a Christmas tree and decorations, board games and nail polish they had donated themselves to bring some festive cheer to the elderly ladies.

Irene Ruiz, Human Resources Co-ordinator, says that the visit brought the team closer together.

"We all had a great time," she adds. "After our visit, we shared our experiences of the day

with each other. Everyone felt good and knew that they had brightened someone else's day."

The employees decided to use some of the funding available to their location through the Foundation's Local Giving scheme to buy items the care home told them they needed and deliver them in person.

But they also paid for and organised the Christmas activities themselves, and even included a prize they had won from the company's employee magazine!

"The Local Giving scheme means we are able to donate more and do more activities," says Irene.

"The Local Giving scheme means we are able to donate more and do more activities."

IRENE RUIZ, Human Resources Co-ordinator

Nail painting in Mexico City



Employee-led Giving has two strands to its activities: Local Giving and Matched Giving.

**Local Giving:** we delegate a budget to Local Employee Forums or Charity Committees at our company locations. They, in turn, make donations to local charities.

**Matched Giving:** we match money raised or donated

by William Grant & Sons' employees for their own chosen charities. We also make a donation to match every hour an employee volunteers in their own time. In 2015 we began working with CAF (Charities Aid Foundation) to transact the many small donations we make through the Matched Giving scheme.

Total value of donations paid

**£229,348**

(CAF) Charities Aid Foundation, Global  
**£55,754**

We paid the balance of donations in 2015 to CAF to hold for making future Matched Giving donations.

Local Giving, Global  
**£89k**

Donated to charities selected by employees at William Grant & Sons' five UK sites and in the US and Mexico.

Matched Giving, Global  
**£84,594**

We matched the money 173 William Grant & Sons employees had raised or donated to their own chosen charities. We also made matching donations at the request of a further 25 employees to charities they volunteer for in their own time. (In 2104, 47 employees applied for Matched Giving donations and we donated a total of £30,214).

WILLIAM GRANT FOUNDATION

# EXPENDITURE 2015

## Grants and donations

Health and Social Causes group	£410,400
Natural and Built Environment group	£324,917
Scottish Culture and Heritage group	£442,300
Youth Opportunities group	£283,111
Employee-led Giving	£229,348
Other donations*	£39,698
<b>Total grants and donations</b>	<b>£1,729,774</b>

## Cost of administering the Foundation

Staff, travel, office and admin costs	£91,874
Communications	£15,885
Foundation Scotland – grant-making services, Youth Opportunities	£16,889
Foundation Scotland – grant-making services, Health & Social Causes	£3,600
Charities Aid Foundation – payroll giving & matched giving fees	£5,446
<b>Subtotal</b>	<b>£133,694</b>

**TOTAL EXPENDITURE** **£1,863,468**

\*Other donations include the value of William Grant & Sons' products and in-kind donations given to support charity and fundraising events. It also includes these cash donations:

### Children's Aid, Scotland-wide

**£18,900**

Sponsorship of a series of fundraising events between 15 September 2015 and 16 March 2016. The proceeds will be distributed to Scottish children's charities.

### Scottish Business in the Community, Scotland-wide

**£5k**

Sponsorship of 2015 Responsible Business Awards.

### The Melting Pot, Edinburgh

**£500**

Dragons' Den prize for Social Innovation Incubator Awards.



**William Grant Foundation**

Phoenix Crescent  
Strathclyde Business Park  
Bellshill  
ML4 3AN

foundation@wgrant.com  
[www.williamgrantfoundation.org.uk](http://www.williamgrantfoundation.org.uk)

The William Grant Foundation is a non-profit association established to support charitable causes. Its work is funded and administered by William Grant & Sons Ltd. The Foundation is not a registered charity.



**WILLIAM GRANT & SONS**  
INDEPENDENT FAMILY DISTILLERS SINCE 1887

**WILLIAM GRANT**  
**FOUNDATION**