

# Group Community Investment Policy

## RSA Community Investment Policy

RSA is a leading international general insurer with core markets in the UK, Ireland and the Middle East, Scandinavia and Canada. In all of our regions, we are committed to developing trusted consumer and commercial brands that deliver great service and relevant products to our customers.

We are driven to help individuals and businesses to manage their risks well, and to support them to recover if things don't go as planned. In a world where our people, customers and communities are continually facing new challenges, we are committed to managing our business operations sustainably, reducing our impact on the environment and having a positive impact on the communities we work in.

### Supporting our local communities

We value our relationships with the communities we are part of. Through encouraging employee volunteering and supporting local causes, we are committed to making a positive difference to the people and places around us. Our business and our employees contribute to community-based organisations and initiatives through investments of time, money and products and services, and help to address a wide range of issues and causes.

This policy sets the framework for the type of organisations that can benefit, including charities, non-profits, non-governmental organisations (NGOs), third sector, civil society and social enterprises and the type of contribution we are able to provide, from one-off donations to long term strategic partnerships. The intention of all the activities we fund or support is to deliver a community benefit.

#### *Why do we have a community investment policy?*

Playing an active role in the communities where we operate is aligned to RSA's purpose and values – we recognise that the best businesses help the people who live and work around them to thrive. Supporting communities in difficult moments, sharing our skills and resources and championing the issues they care about is a key focus of our corporate responsibility strategy, *Confident Futures*. We also recognise the positive benefits of community investment for employee engagement, motivation and skills development.

This policy ensures our community contributions have a charitable purpose at their heart, are aligned to our business, employee and community needs and that they are reported accurately and transparently. Through this policy we have the necessary controls in place to make sure funds are used appropriately and do not result in conflicts of interest.

Our Community Investment policy supports the 'Active in Communities' and 'Smarter Tomorrow' pillars of the *Confident Futures* strategy and our commitment to the principles set out in the UN Global Compact. Oversight is provided by our Group CR (Corporate Responsibility) Committee which monitors implementation of the policy.

### Our commitments

Through the commitments set out in this policy we're able to effectively manage our community activity and have a positive impact on our wider communities.

*Our commitments are to:*

- Ensure all community investment contributions have a charitable purpose at their heart.
- Provide resources to coordinate community investment activities across our business and support the delivery of the 'Active in communities' focus within the *Confident Futures* strategy.
- Raise awareness of our community themes among our employees, customers and wider public.

- Empower employees to support the charitable organisations that matter to them through our matched funding, payroll giving and volunteering schemes.
- Encourage and enable involvement in local communities by supporting our people to take advantage of their two-day volunteering allowance and celebrating their achievements.
- Work in partnership with organisations where we can use our skills, expertise and reach to drive meaningful change on a social issue.
- Align our community contributions including cash donations, volunteering time, matched-funding and in-kind donations of products and services with our priority community themes.
- Promote the wider role of business in investing in local communities and as agents of change.
- Measure and monitor our community investment contributions regularly, providing reporting templates and guidance to support consistency and comparability of information.
- Report on our community investment activities accurately and transparently in line with our reporting criteria and industry best practice.
- Publish information externally on the cash, time and in-kind contributions we make as part of our Annual Report and Accounts, Corporate Responsibility report and company website.

## Achieving our commitments

In support of the commitments we've set out, we have set the following framework:

### *What we invest in: Community investment themes*

Our community investment activity aims to address material social issues relevant to our people, customers, business and local communities. To support this goal, our community contributions should be aligned to the strategic community themes set out in this policy, these are:

- *Shaping a Smarter Tomorrow* – helping people and businesses to identify and manage risks through education, awareness raising and encouraging behaviour change e.g. safety related campaigns
- *Education and employability* – supporting the development of skills and knowledge for the future at a local level
- *Social inclusion* – supporting those facing hardship or discrimination by reasons of youth, age, ill-health, disability, sexuality, ethnicity or background
- *Emergency relief* – contributions to disaster relief efforts affecting our communities
- *Environment* – advancing environmental protection, resilience and conservation

Our regional and country teams reflect these themes in their choice of causes, organisations and initiatives to support. Employee matched funding and volunteering time may be used to support other causes chosen at their own discretion.

We do not support community investment activities that are not in the spirit of supporting all religions and faiths, political donations or contributions in support of any political parties or organisations.

### *How we invest: Types of community investment*

We use the globally recognised London Benchmarking Group (LBG) standard to categorise our Community Investment activities. These cover:

#### *Volunteering*

RSA actively encourages employees to volunteer in support of their local community, offering the equivalent of two working days volunteering per annum for all employees. In line with LBG standards, we collect data on activities undertaken including the type of activity, beneficiary, community theme, number of participants and hours of volunteering.

### *Cash donations*

RSA may provide direct financial contributions to charitable organisations or financially support activities with a charitable purpose, so long as the following requirements are met:

- All donations over the pre-agreed limit or outside our strategic themes are approved;
- the investment activity benefits communities where RSA operates; and
- the donation is to a registered charity or local equivalent charity status.

### *Matched funding and payroll giving*

We seek to offer matched-funding schemes to encourage and support employee fundraising. Where these schemes operate we make cash donations up to set limits depending on whether an activity is a team or individual event. We also offer local payroll giving schemes to encourage and support employees to make regular charitable donations in a tax efficient way, offering matched donations as part of our employee benefits offer in certain countries.

### *Gifts in kind*

RSA employees and business units are encouraged to provide a range of in-kind donations each year utilising business skills, expertise and resources. Examples include:

- Donation of products
- Provision of pro bono legal, accounting or other professional services
- Contributions of used office equipment or furniture
- Use of company premises such as meeting rooms

## **Scope**

This policy applies to all RSA operations, including wholly or majority owned subsidiaries and associated companies where RSA has management control.

## **Further information**

For more information see:

- RSA's Confident Futures strategy  
<https://www.rsagroup.com/responsibility/our-strategy/>
- Focus on: Active in communities  
<https://www.rsagroup.com/responsibility/building-stronger-relationships/active-in-communities/>

## **Approval**



Stephen Hester  
Group Chief Executive

Date: January 2021

*This policy will be reviewed annually, or more frequently in the case of significant legislative or organisational changes.*