



# **DHL UK FOUNDATION**

## **STRATEGY 2021-2024**

**OUR VISION TO END  
YOUTH UNEMPLOYMENT**

**DHL UK  
FOUNDATION**



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# HELPING TO BRING AN END TO YOUTH UNEMPLOYMENT

## A MESSAGE FROM OUR CHAIRMAN & DIRECTOR: **PERRY WATTS & SONIA CHHATWAL**

The DHL UK Foundation is a registered charity that supports disadvantaged children and young people across the UK. Our activities are focused on helping achieve our ambitious new vision – an end to youth unemployment.

In 2020, the Trustees requested an updated strategic plan for the Foundation as well as a review of its Vision and Mission. The outcomes of this review have provided us with a clear roadmap for our future strategy that marks the beginning of a new and exciting chapter in the Foundation's history.

The Trustees have agreed that the Foundation will achieve its Vision and Mission through two distinct areas of work:

- Strategic Grant Making, where we work with carefully selected charities who run successful education and employability programmes, and
- Colleague Engagement, where we encourage DHL colleagues to use their passion and skills to inspire young people and teachers about the world of work.

We have set ourselves ambitious targets to increase the number of young people benefiting from our grants and programmes, as well as increasing the number of DHL colleagues we engage in Foundation activities. Over the next three years we will also be evaluating our work through an independent Impact Review to gain a deeper understanding of the difference we are making and how we could be more effective in supporting more young people.

We look forward to keeping you updated with regular stories, updates and highlights on our new website [dhlukfoundation.org](http://dhlukfoundation.org).



*Perry*  
Perry Watts,  
Chairman, DHL UK Foundation



*Sonia*  
Sonia Chhatwal,  
Director, DHL UK Foundation

## WHY THE FOUNDATION EXISTS

Young people from disadvantaged backgrounds have struggled to do well in school and at work for decades. The need for increased support for young people from low income families has never been greater. This is highlighted by respected research bodies including the Education Endowment Fund who confirm that:

YOUTH UNEMPLOYMENT COULD POTENTIALLY RISE TO  
**2 MILLION**  
IN THE NEAR FUTURE



< 25 YEAR OLDS ARE  
**4x**  
MORE LIKELY TO BE UNEMPLOYED

**2M+** YOUNG PEOPLE LIVE IN POVERTY IN BRITAIN TODAY



ONLY **40%** OF YOUNG PEOPLE ON FREE SCHOOL MEALS PASS ENGLISH & MATHS GCSEs



# OUR VISION & MISSION



## OUR VISION

An end to youth unemployment

## OUR MISSION

To work with DHL colleagues across the UK to help charities and school partners ensure that disadvantaged young people aged 5 to 25 years have access to the best possible education, develop essential life skills and can ultimately secure meaningful and sustainable employment.



## THE TRUSTEES HAVE AGREED TO DELIVER THIS MISSION THROUGH TWO MAIN STRANDS OF WORK:

### 1. Strategic Grant Making

Making strategic grants to carefully selected charity partners that share our focus on improving the education and employability of young people from disadvantaged backgrounds. Over the next three years we will be committing to extended funding plans with our long-standing charity partners and growing the grant making portfolio of the Foundation – helping us and our partners to reach more young people in need.

### 2. Colleague Engagement

Encouraging colleagues across DHL UK to use their passion and skills to support young people to prepare for employment and to also help local charities and community groups through fundraising and volunteering.

We will increase colleague engagement through the following national programmes:

- GoTeach – a global DP DHL education and employability programme that supports disadvantaged young people to secure employment which is led by the Foundation in the UK.
- Trucks and Child Safety (TACS) – an interactive road safety programme delivered by DHL colleagues in partnership with the Foundation.
- Match It! – a Foundation programme that matches the fundraising and volunteering efforts of DHL colleagues.
- Helping Hands – A Foundation programme that supports DHL colleagues and pensioners in financial hardship.





## OUR GRANT MAKING STRATEGY

The Foundation will continue its support of our major charity partners that we have worked with for many years.

Over the next three years we will be committing to further funding plans for our key charity partners, increasing our focus on impact and growing the grant making portfolio of the Foundation – helping us and our partners to reach more young people in need.

### BY 2024 WE WILL HAVE:

- **Extended our support**  
to provide multi-year funding for our major partners, enabling both the charities and the Foundation to better plan programmes and activities.
- **Increased our focus on impact**  
by achieving strategic objectives and milestones with our partners, so that we can better understand the positive impact our programmes make to the lives of young people.
- **Grown the Foundation's portfolio**  
of successful partnerships with our selected charities.

STRATEGIC GRANT MAKING MAKES UP

**80%**

OF THE FOUNDATION'S ANNUAL BUDGET



# OUR COLLEAGUE ENGAGEMENT STRATEGY

## GOTEACH

The DP DHL 'GoTeach' programme, encourages DHL employees to use their experience to inspire disadvantaged young people about their future careers and help them prepare to enter the workplace. In the UK, the DHL UK Foundation supports GoTeach by developing a variety of meaningful opportunities for colleagues to use their skills and knowledge to add value to the work of our school and charity partners.

**SOME OF THESE FOUNDATION LED ACTIVITIES INCLUDE:**

- Giving a career talk in schools
- Hosting a school or charity partner visit to a DHL site
- Leading an employability skills workshop
- Facilitating a CV and interview training session
- Mentoring a student
- Facilitating paid work experience for young people through our charity partner Street League



## BY 2024 WE WILL HAVE:

- **Expanded the delivery of GoTeach activities**  
working with more year groups in current school partners as well as new school partners and multi-academy trusts, offering a blend of in-person and virtual activities.
- **Increased DHL colleague involvement in GoTeach**  
recruited new GoTeach Champions across all divisions and enhanced the training provided to all our colleagues involved in GoTeach, including the introduction of a mandatory safeguarding course available from January 2021.
- **Increased our focus on impact**  
launched an Independent Review and Impact study in 2021 to assess the benefit of GoTeach activities and implemented an improved framework to collect and share student and colleague feedback.

## GOTEACH CHAMPIONS



The GoTeach Champions are an amazing team of passionate DHL colleagues that are specially trained by the Foundation to lead relationships between DHL sites and their local school partners. The first 20 GoTeach Champions were recruited in 2020 and they will begin working in person in their partner schools during 2021.





# TRUCKS AND CHILD SAFETY PROGRAMME (TACS)

The Trucks and Child Safety Programme (TACS) is a national road safety initiative that aims to help keep children safe around larger vehicles on the road and targets primary school pupils aged 7 to 11 years, as they start to travel independently. DHL colleagues who are passionate about promoting road safety in schools are specially trained to become TACS Demonstrators. Where possible, trucks visit schools and children take part in an interactive workshop that highlights the dangers around large vehicles and how the children should behave safely near them. In addition to TACS demonstrations, other materials currently include a student work book and road safety film.



## BY 2024 WE WILL HAVE:

- completed an independent review of the impact of the TACS programme
- increased the number of trained TACS demonstrators across DHL divisions
- developed more interactive materials that can be used by Teachers

# MATCH IT!

Match It! is a colleague engagement programme run by the DHL UK Foundation that enables colleagues to have their fundraising and volunteering efforts boosted for charities, schools and not for profit organisations. In recognition of colleagues' commitments to causes they feel passionate about, individuals and groups can apply to have their fundraising efforts or regular volunteering time matched by the Foundation, up to agreed limits.



- implemented a targeted communications plan and introduced revised matched funding limits.



# HELPING HANDS

Helping Hands is a benevolent fund run by the Foundation to help DHL colleagues and pensioners in financial hardship. Types of support offered include contributing towards the cost of funerals, providing supermarket vouchers, help with urgent bills and donating essential white goods such as washing machines and furniture as well as signposting applicants to other support organisations. All support is provided in the strictest confidence.



# SAFEGUARDING

*'Safeguarding is the action that is taken to promote the welfare of children and to protect them from harm. This includes protection from abuse, preventing harm to health, ensuring a safe environment and taking action to enable children and young people to have the best outcomes'. (NSPCC, 2016)*

We take safeguarding very seriously and ensure that all DHL colleagues involved in DHL UK Foundation programmes understand the importance of protecting the children and young people we work with and themselves.



- ensured that all colleagues and Trustees understand the principles of safeguarding.
- developed a mandatory on-line course for all DHL colleagues wanting to take part in GoTeach activities.



# THE FUTURE: TARGETS FOR 2021 & 2022

THROUGH STRATEGIC GRANT MAKING AND COLLEAGUE ENGAGEMENT, OVER THE NEXT 2 YEARS WE WILL:

# CONTINUE

TO MAKE STRATEGIC GRANTS TO  
MISSION ALIGNED CHARITY PARTNERS




RECRUIT MORE DHL  
COLLEAGUES TO

# DELIVER

GOTEACH ACTIVITIES



INTRODUCE GOTEACH INTO



**MORE**

PARTNER  
SCHOOLS





# THE FUTURE:

TARGETS FOR 2021 & 2022

# ENGAGE

**MORE SCHOOLS IN TACS DEMONSTRATIONS**



# BUILD

**A NATIONAL NETWORK OF GOTEACH CHAMPIONS – ACROSS ALL DHL DIVISIONS**



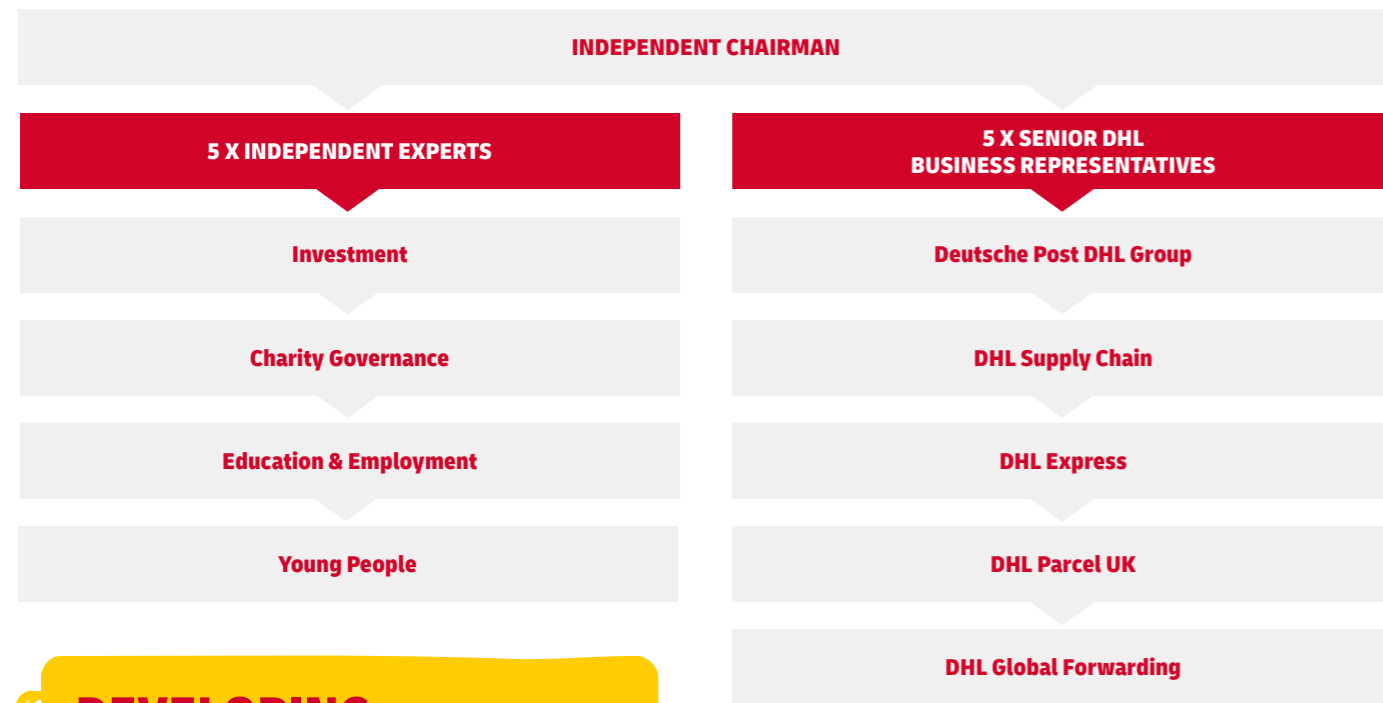
**CONTINUE TO SUPPORT THE FUNDRAISING AND VOLUNTEERING EFFORTS OF DHL COLLEAGUES**



# ABOUT THE FOUNDATION

## OUR GOVERNANCE

The DHL UK Foundation is an independent registered charity led by a volunteer Board of Trustees.



### DEVELOPING THE BOARD

The Foundation has made good progress in widening the skill base of the Board, including the appointment of Trustees with experience in education, employability and investment management. The Board has also grown with the appointment of corporate Trustees that represent all parts of the DHL business in the UK.

By 2024 the Chairman is committed to further developing the diversity of the Board and where possible, we will endeavour to ensure that new Trustee appointments reflect the diversity of the communities we support.

The Foundation is governed by a Board of 11 Trustees which includes an independent Chairman, five senior representatives from the global and DHL UK businesses and five independent Trustees. The independent expertise of the Board includes investment fund management, charity governance and knowledge of the education and employability challenges facing disadvantaged young people in the UK today.

The Trustee Board meets quarterly in addition to two Committees that report to the Board, each chaired by a Trustee.

- Investment Committee that also meets quarterly.
- Operations Committee that meets monthly.

# OUR FINANCIALS

## INCOME

The Foundation currently has two sources of income:

- Earnings from its invested charitable endowment
- An annual donation from the DHL UK businesses

## INVESTMENTS

The Investment Committee (IC) works with our carefully selected Investment Fund Managers and is led by an Independent Trustee with a wealth of knowledge and experience in managing investments. The Foundation Chairman, a fellow Trustee and two members of the Foundation team are also members of the IC as well as a senior Financial Director from the DHL business and independent advisors.

## RELATIONSHIP WITH THE BUSINESS

The appointments of DHL CEOs and Senior Directors as Trustees has helped increase colleague engagement in Foundation activities, and also ensures that the Foundation Board is kept informed about key challenges and opportunities facing the business. The value of the time donated by colleagues to Foundation programmes is fundamental and highly valued and is much appreciated by the Foundation and our charity and school partners.

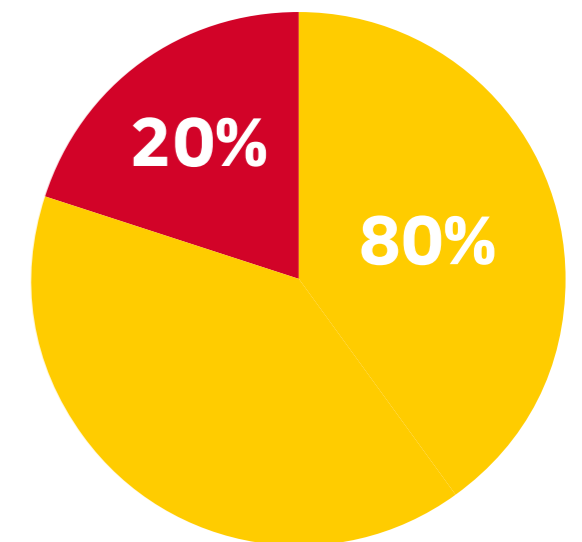
## EXPENDITURE

The Board has agreed that the Foundation will continue to exist in perpetuity.

The aspiration is to allocate the DHL UK Foundation funds in the following way:

80% funding for Education and Employability programmes that help struggling students to get the most out of their education and help young people prepare for the world of work.

20% funding for internal engagement programmes, including Match It! and Helping Hands.



- Education & Employability 80%
- Engagement 20%



# MEET THE TEAM

The Foundation is led by a Director and a team of seven staff who are responsible for managing relationships with charity partners and engaging DHL colleagues in a wide range of Foundation programmes and activities.



**Sonia Chhatwal**  
DHL UK Foundation, Director



**Andrew Button-Stephens**  
Senior Programme Manager



**Nicky Donovan**  
Programme Manager



**Harry Wade**  
Programme Manager



**Jen Simkin**  
Foundation Manager



**Karen Tatham**  
Foundation Manager



**Atika Sundus**  
Programme Coordinator

# OUR HISTORY

The DHL UK Foundation’s focus still reflects the vision of those who set it up more than 100 years ago – that together employees and the business can help and improve the communities in which they work, especially the lives of disadvantaged children and young people. The Foundation has two distinguished Grandparents, with roots stretching back into the 1880s – the National Freight Corporation and the Liverpool-based Holt family, the directors of the Ocean Group.

**1880**

**1880-2000 – HOLT CHARITABLE TRUST**

For over 100 years the Philip Holt Charitable Trust gave money to community projects in areas where the company worked and the Benevolent Fund supported employees and their dependents who were in need.

**1988 – NFC FOUNDATION FORMED**

The Directors of the National Freight Corporation formed the NFC Foundation in 1988. The management had a profound belief that big business could and should make a difference to society - so following in the footsteps of the Victorian industrialists, they set up a charitable trust with one per cent of the share capital from the privatisation of the business, forming the NFC Foundation.

**2002 – DEUTSCHE POST**

In 2002 Deutsche Post became the majority shareholder of DHL.

**2008 – DHL UK FOUNDATION**

In September 2008, the Exel Foundation was renamed the DHL UK Foundation. The original charitable trust money has been invested wisely and today still provides significant income to fund the DHL UK Foundation community programmes. The DHL UK businesses also make a substantial donation towards our work. The Philip Holt Charitable Trust was reborn as the PH Holt Foundation in 2006 and continues its grant-making work, primarily in the Merseyside area.

**1880s – OCEAN GROUP AND THE HOLT FAMILY**

In the 1880s, the founding directors of the Ocean Group, the Liverpool-based Holt family, established the Philip Holt Charitable Trust and Benevolent Fund.

**1980s – NATIONAL FREIGHT CORPORATION**

The National Freight Corporation (NFC) was one of the first businesses to be privatised under Margaret Thatcher in the early 1980s.

**2000 – EXEL FOUNDATION**

As a result of the merger between the Ocean Group and NFC, Exel PLC was formed in 2000 - bringing together these two distinguished Grandparents.

The NFC Foundation and PH Holt Benevolent Fund were then combined to become the Exel Foundation.

**2005**

In late 2005 Exel was acquired by Deutsche Post DHL, creating the global logistics company we know today.

**DHL UK FOUNDATION**



# TESTIMONIALS

## FROM YOUNG PEOPLE AND COLLEAGUES

"This session was a fantastic new way of working, I found it really insightful and I am still very proud of being a part of such a wonderful Foundation!"

**Sasha, DHL colleague who supported a GoTeach Skills Session**

"I'm very grateful to have been asked to get involved and I am so glad I took part! The session went really well and we received over 150 questions from the students. It was a great experience!"

**Lee, DHL colleague who supported a virtual GoTeach session with 300 young people**



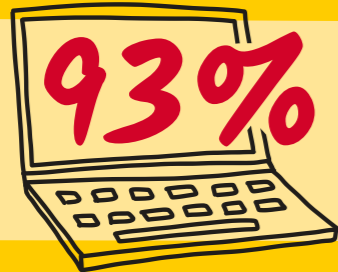
**56%**  
of colleagues believe GoTeach makes DHL a great place to work

**Teach First – Derby Moor Academy, classroom career talk**

**Andrew, Career Lead:** "I just wanted to thank you so much for visiting our school and sharing your experience with our Year 8 students. The feedback from the students and staff was extremely positive and I very much hope that you felt welcome in our school and we would very much hope that we can see you again."

**97%**  
of colleagues rate their experience of working with the Foundation as good or very good  
☆☆☆☆☆

After engaging with the Foundation



**93%** of young people are more excited for life after school

**86%**  
enjoyed helping young people and their local community

**96%** of young people involved in Foundation activities improved their understanding of the world of work



**93%**  
of young people improved their confidence

"Tom & the team at site were really engaging and welcoming, which allowed the young people to express themselves, going a long way to put them at ease."

**Feedback from charity partner after a successful site visit with young people**

**Greenwood Academies Trust, Primary school virtual careers talk**

**Sian, Senior Advisor from Greenwood Academies said:** "I just wanted to say a huge thank you for supporting our primary careers talks last week. We had a brilliant level of engagement from our primary pupils. We had so many great questions, and the messages of thanks from teachers and pupils have been lovely to read. Using the DHL backdrop was brilliant and showing an example of a product worked really well too. Lots of pupils expressed their thanks in the chat which was lovely to see!"

# WE ASKED COLLEAGUES

"HOW DO YOU FEEL ABOUT GETTING INVOLVED IN GOTEACH?"

PROUD FULFILLING GIVING  
INVIGORATED SOMETHING  
BACK  
EMPOWERED  
INSPIRING COMMITTED UPLIFTING  
FUTURE GENERATIONS INSPIRED  
CHALLENGED ENGAGED  
HUMBLED MAKING A  
PASSIONATE HAPPY DIFFERENCE



**"I enjoyed improving my skills; developing my understanding of different roles within workplaces and having the opportunity to do things I never would have got the opportunity to do if it wasn't for DHL." Emma, aged 16**



## Get in touch

Visit **[dhlukfoundation.org](https://dhlukfoundation.org)**

Email **[dhlukfoundation@trustcsr.com](mailto:dhlukfoundation@trustcsr.com)**

Follow **[@DHLUKFoundation](https://twitter.com/DHLUKFoundation)** on Twitter

Call **01285 841 914**

DHL UK Foundation  
Charity Registration No. 327880  
Company Registration 2223373

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FOUNDATION**