

Moto in the Community Trust

Trustees' Annual Report 2005/2006



Making a difference to our communities
www.motointhecommunity.co.uk

CHAIRMAN'S MESSAGE

Having launched the Moto in the Community Trust in October 2005, 2006 was our first full fundraising year as a charity. As a group of Trustees it has been a challenging beginning with many of us new to our Trustee role.

Moto in the Community was previously a brand associated purely with fundraising at Moto, the UK's leading motorway service area provider. By launching Moto in the Community as a charity in its own right we can now focus on what we can achieve as a charity and begin to lay the foundations for a long-term future for the Moto in the Community Trust. We want to make a real difference to the communities that Moto service areas are part of... and this is just the beginning.

Our colleagues within the Moto service areas have also grown into their role as ambassadors of our charity and continue to show great passion and enthusiasm throughout the year for the many fundraising events that build funds for the Trust.

The early part of 2006 was spent talking to our colleagues about the value of the Trust and the opportunity it provides to identify and support areas of need in our communities. Moto customers have seen fundraising activity change significantly as we begin to embrace new relationships with charitable organisations and community project leaders around the UK and it is clear that there are many opportunities for the Trust.

As a grant making trust, the introduction of our community grant scheme has really started to make an impact on our communities with financial support being pledged to many organisations from schools, children's sporting clubs, the elderly, and numerous community charities.

I am particularly delighted by one of our key community development projects which has involved Moto sites around the UK adopting a school within their community. The Trust now has 10,000 children within the scheme and we are working very closely with our adopted schools to support educational and environmental initiatives that we believe will enrich the lives of our 10,000 children.

We have also begun the process of introducing trained volunteers into our communities. Our Moto colleagues are being given the opportunity to become fully trained reading buddies who will be regularly released from their working roles to volunteer into our communities.

In our first year the Moto in the Community Trust have helped 42 different organisations, and pledged £96,000 through our grant schemes and nationwide projects.

None of these achievements would have been possible without the full and unequivocal support of our colleagues, their friends and families and, of course, our valued customers. Our challenge for 2007 is to build on our early achievements and create more opportunities to make a difference to the communities around us.

Brian Lotts
Chairman of Trustees, Moto in the Community Trust
March 2007



ABOUT THE MOTO IN THE COMMUNITY TRUST

“Making a Difference” to the communities we are part of is the vision for the Moto in the Community Trust. As a grant making trust we aim to support as many different community projects and charitable causes as possible. As the charitable arm of Moto, the UK’s leading motorway service area provider, we have around 5,000 colleagues who are committed to our vision and actively fundraise through Moto service areas around the UK.

Community Development is a key focus for the Trust and in particular projects that raise awareness of road safety and environmental issues. The Trust is also committed to supporting Moto colleagues to volunteer for community projects and causes that matter to them. The Moto in the Community Trust “Making a Difference” volunteering scheme has been set up to actively encourage our Moto colleagues to participate in their community demonstrating our commitment to offer physical as well as financial assistance to our communities.

Moto in the Community is managed by 12 Trustees made up of a combination of Moto senior management and industry experts.

Core public facing fundraising is carried out predominantly at Moto service areas around the UK. In addition centralised events run by Moto boost the funds of the Trust and environmental initiatives such as mobile phone recycling provide other income to the overall funds raised by the Trust.

Some of the charities/organisations we have supported:

- Meningitis Research
- Children In Need
- Rainbow House
- Disabilities Trust
- Mossfield Hearing impaired unit, Birch, Lancashire
- Burton Pre-school, Burton in Kendal
- Strathcarron Hospice, Stirling
- Bolsover District Council, Woolley Edge
- Stonydelph Boys FC, Tamworth
- Carlton Primary School, Woolley Edge
- Hamp Junior School, Bridgwater
- Fledglings Day Nursery Exeter
- Vranch House, Exeter
- Burton Recreational Trust, Burton
- Walton Hall Special School
- Crewe Ladies Football Club
- Eastriggs Community School



WHO BENEFITS?

The Trust makes grants to a wide range of charitable organisations/ community projects. Our areas of focus are:

1. Community Development
2. Road Safety
3. The Environment

In addition the Trust chooses one favourite charity each year who will benefit from a percentage of the overall funds raised by the Trust.

During 2006 the Trust supported Rainbow House, a centre for conductive education, based in Ecclestone, Chorley in Lancashire. Rainbow House was granted £25,000 at the end of the 2006 fundraising year.

Prior to the launch of the Moto in the Community Trust, Moto donated £90,000 to Rainbow House in December 2005 as a result of general fundraising by Moto people. Collectively these funds have been used to build "The Legacy", a new centre for Rainbow House, to expand the facilities available for children in need of this valuable service. The Trust is looking forward to supporting The Children's Trust in 2007, helping to support the cost of building their new Brain Injuries Rehabilitation Unit.

The Trust also makes a provision for Moto People and their immediate family who find themselves in times of hardship. The Moto in the Community Benevolent Fund offers small financial grants to support colleagues dealing with life changing events. Through this undertaking during 2006 we were pleased to be able to help a number of individuals. Battling life threatening illnesses, recovering from major surgery and making provisions for long term disability are amongst the reasons for our support.



2005/2006 OVERVIEW

Supporters of the Moto in the Community Trust start with our colleagues and Moto's 100 million customers and expand across Moto's partnerships with suppliers and associates. During our first full fundraising year we have challenged our colleagues to help put our charity into a positive financial position able to make modest grants to our communities whilst investing in long-term projects that will raise awareness of our objectives. With so many worthwhile ways to grant our funds we have started with small grants in order to maximise the number of organisations we can help in our first year.

Following the launch of the Moto in the Community Trust in October 2005 there followed a period of change and education for our colleagues and supporters. We considered that a key part of our success would be ensuring our objectives and responsibilities as a charity in our own right are understood at all levels. We are a charitable arm of a corporate organisation and, as a grant making trust, our fundraising challenge is in many ways more difficult to communicate than the average charity because we have 48 communities nationwide to focus on and our support can take on many forms.

*Just a note to say we appreciate the support that the MITC Trust is giving us through the Adopt a School Programme”
Head Teacher, Ladywood Primary School*

“I am writing to say thank you for giving us 200 plants for our school enterprise project” Hannah Aged 4

Adopted Schools

During the Spring of 2006 we asked our colleagues at Moto Service Areas around the UK to adopt a community school within 25 miles of their location that they felt would benefit from the support of the Trust. Our adopted schools provide us with 10,000 children that we can inspire through educational, environmental and creative projects.

Establishing strong links with our adopted school network has been a really valuable journey for the Trust. During the Summer of 2006 the Trust provided head teachers at our network of adopted schools with a comprehensive survey aimed at understanding the individual challenges of our schools and how best to channel our support. The response from this survey has been incredibly useful and has stimulated many imaginative fundraising appeals for 2007 that we are very excited about.

Reading Buddies

The results of the Head Teacher survey has given the Trust a number of challenges, in particular the Reading Buddy scheme which we believe will establish our nationwide network of Moto staff volunteering under our “Making a Difference” volunteering scheme.

Having established an adopted school network, it seems appropriate to consider that our volunteering scheme can make it's mark by offering Moto staff as trained reading buddies to our schools and communities in general. During 2006 we spent time researching the value of such a scheme, the cost and, most importantly, gauging the interest of Moto staff in taking part.





Our research has told us that we must consider that our volunteers need considerable training and long term support to ensure that the scheme becomes one of our key activities over the coming years. We have built a structure to our training and development of this area by working with The National Literacy Trust who have in turn introduced us to regional training organisations equipped to training our volunteers.

In addition we will be investing part of our budget to train key individuals within the Trust network of supporters to the level of Reading Buddy tutors to ensure that we are continually breathing new life into the scheme and introducing new volunteers as we naturally lose others.

The development of the Reading Buddy scheme builds in valuable time to liaise with our schools regularly, mentor our volunteers and measure the value of the scheme.

From the 2006 funds raised we have budgeted £30,000 to develop, train and introduce up to 100 volunteers to the scheme which will officially go live in 2007.

Making A Difference - Volunteering scheme

The “Making a Difference” volunteering scheme is seen as a key part of the Trust activity. Moto staff are given the opportunity to approach the Trustees with a project/cause that is important to them with a view to agreeing time away from their working role at Moto to pursue a regular commitment to the project under the sponsorship of the Trust.

In addition to the Reading Buddy scheme outlined above, the Trust has successfully introduced 2 long-term volunteers into our communities during 2006, representing an investment by the Trustees of £2,100. Both volunteers have been granted a 6 month commitment of between 7 and 10 hours away from the normal working roles per week.

10,000 Books for 10,000 Kids

The groundwork for this project was started in 2006 again following the feedback from our Head Teacher survey. School libraries and fiction books in particular are scarce in all our adopted schools. The Trustees saw the opportunity to add real value to this important area by committing to the introduction of 10,000 new fiction books for our 10,000 adopted children.

The Trust has formed a partnership with Oxford University Press in their centenary year to pledge 10,000 books into our schools during 2007.

The books will form part of a Moto in the Community Trust branded home library that we hope will feed the imagination of our children, encouraging them to enjoy more books at home with their families.

£20,000 of our 2006 funds has been set aside for this project. Moto sites will also be fundraising during specific holiday periods in 2007 to add to these funds which we hope will allow us to continue updating our school libraries and extending this benefit in the long-term to other schools and organisations in our communities.



2006 Community Grants/Donations

"Please pass on my sincere thanks to the Trust, your grant will go towards essential care for my wife"
Benevolent Fund Beneficiary

"A sincere thanks for your help, which will help ease some of our burden in this moment of financial desperation"
Benevolent Fund Beneficiary

During 2006 we granted £19,000 to support 42 individuals/organisations identified by the Trust as relevant to our charity objectives. Our favourite charity for 2006, Rainbow House was also granted £25,000, and Moto staff taking part in personal volunteering activities have benefited from an additional £2,000 in volunteering grants making a total of £46,000.

Outlined elsewhere in this report, funds have also been set aside for the "Making a Difference" Reading Buddy scheme of £30,000 and for our 10,000 books for 10,000 kids scheme, £20,000 has been invested in the introduction of fiction book home libraries for the 10,000 children in our adopted school programme.

In total, £96,000 has been committed from the total funds raised in the year ended 31st December 2006.

Benevolent Fund

The Moto in the Community Trust relies heavily on the sheer drive and enthusiasm of Moto staff working in the 48 Moto Service Areas around the UK to continually support our charity. Without the creativity of our colleagues we would not be able to promote our charity objectives to customers visiting Moto sites. This is why the Moto in the Community Trust sets aside a small budget to assist Moto staff and their immediate family through times of hardship. In 2006 we have been able to make a significant difference to 6 members of staff dealing with a range of difficulties including bereavement, long term illness and domestic violence.

Moto in the Community Strike it Lucky Lottery

In April 2006 the Trust, in partnership with The Weather Lottery, introduced the Strike it Lucky Lottery to Moto staff. The Strike it Lucky Lottery provides Moto staff with the opportunity to enter into a daily lottery linked to the weather. Staff can win from £2 to £10,000 every day and, at the same time, the Moto in the Community Trust benefits from 35% of the revenue generated from the Lottery, so everybody wins!



2006 Highlights

We are very fortunate that our member Moto Hospitality Ltd holds an annual charity event which prior to the launch of the Trust raised funds for various UK charities. In 2006, our first year as a charity in our own right, Moto held a charity golf day and Venetian themed ball at Carden Park Golf and Country Club near Chester.

The ball was promoted by Moto drawing support from the many supporters of Moto's charitable causes. The event was a great success raising nearly £30,000 that has been donated by Moto Hospitality to the Moto in the Community Trust.



APPLICATION PROCESS

The purpose of the Moto in the Community Trust is to make a difference to the communities that Moto is part of. As such, The Trustees ensure they are totally satisfied that every £1 granted by the Trust will make a real difference to a project/cause in one of our communities. We are fortunate that the vast majority of grant applications come via one of our Moto sites and have the support and enthusiasm of the Area General Manager and his/her staff.

Applications are looked on favourably if the applicant has built a relationship with the local Moto site and discussed opportunities for the Moto site employees to engage with the project/charity. Grant applications should be supported by the General Manager of the Moto service area. Preference will be given to projects which have a long term relationship with Moto, for example schools or community groups which Moto has a relationship with.

The Moto in the Community Trust website, www.motointhecommunity.co.uk contains application forms and guidelines.

The Moto in the Community Trust does not consider overseas projects at this time.



TRUSTEE STATEMENT

The summary financial statements are not the statutory accounts but a summary of information relating to the statement of financial activities and the balance sheet. Copies of the full financial report are available on request from the Trust office.

A handwritten signature in blue ink, appearing to read 'Brian Lotts'.

Brian Lotts - Chairman of Trustees
Signed on behalf of the Trustees 10th April 2007

Thank you to all our supporters;

Coca Cola Schweppes Enterprises Ltd, CS Cadbury, Ferrero UK Ltd, Cap Gemini UK Plc, CP Plus Ltd, British American Tobacco, BP Oil UK Ltd, Nestle, United Biscuits, Britvic, Holman Group Ltd, Albert Harrison & Company Ltd, Ace Signs Group, Ginsters, Integrated Cleaning Mgt Support Services Ltd, Palmer and Harvey, Gamestec, Birds Eye Walls, Fuji Photo Film UK Ltd, Primeline UK Ltd, Dunlop Haywards, Imperial Tobacco Ltd, Thomson Select, Calyx Group, Pro ATG Access Limited, One Strategic Communication, Daniels Chilled Foods, Walkers - Pepsico UK & Ireland, Esso Petroleum Ltd, The Red Bull Company Ltd, KMB Ltd, S Webb & Son, The Novelty Capsule Company, SEG, Whiteknight 360 Degrees Ltd, Kronos Systems Ltd, Proteus Architects, HF Contract Furniture Ltd, Travers Smith, A Brodie, Absolute Protection Ltd, TTS Interiors Ltd, Media Initiatives Group Ltd, Mr J L E Pyle, S E Chamberlain & G E Parslow, SMS Management & Technology, Ace Signs Group, Flowerfete, Bakehouse Ltd, Casper Marketing, Music Box Leisure

BOARD OF TRUSTEES



Brian Lotts,
Chairman of Trustees
Appointed 15th July 2005



Chris Rogers,
Trustee
Appointed 15th July 2005



Helen Budd,
Trustee
Appointed 15th July 2005



Brian Larkin,
Trustee
Appointed 15th July 2005



Ian Thomson,
Trustee
Appointed 15th July 2005



Sara Davies,
Trustee
Appointed 15th July 2005



Heather Roberts,
Trustee
Appointed 15th July 2005



Ashleigh Lewis,
Trustee & Co Secretary
Appointed 13th June 2006



Malcolm Plowes,
Trustee
Appointed 15th July 2005



Suzanne Hollinshead,
Trustee
Appointed 15th July 2005



Joe Mawdsley,
Trustee
Appointed 15th July 2005



Jack Kidd,
Trustee
Appointed 1st February 2007

Moto in the Community Trust
Administration Office (Correspondence Address)
Studio 37, 37 Beaumont Road
Flitwick
Bedfordshire
MK45 1AL

Registered Charity no. 1111147

Tel: 01525 717303
Email: motocharity@talking360.com
Website: www.motointhecommunity.co.uk

Moto Hospitality Ltd
Head Office
PO Box 218
Toddington
Bedfordshire
LU5 6QG

Sole Member

Tel: 0870 191 1900
Website: www.moto-way.co.uk

FINANCIAL BREAKDOWN

Charity Financial Activity 2005 - 2006

Community Grants

Date	Paid to	Reason	Site	Amount
Dec-05	Mossfield Hearing Impaired Unit	School Trip	Birch	£300.00
Feb-06	Burton Pre-School	Computer Equipment	Burton	£500.00
Mar-06	Swansea RAF Association	General Support	Swansea	£250.00
Apr-06	Strathcarron Hospice	General Support	Stirling	£500.00
	Bolsover District Council	Swimming Club	Woolley Edge	£500.00
May-06	Stonydelph Boys FC	New Kit	Tamworth	£500.00
	Carlton Primary School	Repaint toilets	Woolley Edge	£500.00
Jun-06	Hamp Junior School	Playground rejuvenation	Bridgwater	£330.00
	Hamp Junior School	Playground buddies	Bridgwater	£350.00
	Beetham Primary	Toilet Redecorating	Burton	£250.00
	Kegworth Primary School	Road Safety	Donington Pk	£400.00
	Vranth House	School Trip	Exeter	£31.25
	Vranth House	Nature Trail	Exeter	£500.00
	Throstle Farm Primary School	Road Safety	Ferrybridge	£200.00
	Richmondshire Scout Unit	Jamboree Fund	Scotch Corner	£200.00
	Offas Mead Primary School	Sports Kit	Severn View	£300.00
Oct-06	Fledglings Day Nursery	Purchase Camcorder	Exeter	£100.00
	Vranth House	Sound Equipment	Exeter	£300.00
	Vranth House	Christmas Party	Exeter	£500.00
	Kegworth Village Hall	Nursery Toys	Donington Pk	£300.00
	East Tilbury Primary School	Playground Rejuvenation	Thurrock	£1,000.00
	Burton Recreational Trust	Recreational facilities	Burton	£250.00
	Luton Borough Dragon Whites	Football Kit	Toddington	£250.00
	Walton Hall Special School	School Trip	Stafford	£606.00
	Crewe Ladies Football Club	Football Kit	Stafford	£175.00
	Parkwood Infant School	Playground equipment	Medway	£500.00
Nov-06	Parsons Down Junior School	New Books for School	Chieveley	£100.00
	Rotary Club Flitwick	Senior Citizens Xmas Party	Toddington	£500.00
	St Swithuns PCC	New Church Roof	Exeter	£300.00
	Eastriggs Community School	Education Toys	Todhills	£500.00

TOTAL £10,992.25

Volunteering Grants

Reason	Site	Amount
Volunteering at Sharecare	Scotch Corner	£1,221.51
Volunteering at Vranth House	Exeter	£915.37

TOTAL £2,136.88

Benevolent Fund

In 2006 The Trust gave benevolent fund grants to 6 members of staff dealing with a range of difficulties including bereavement, long term illness and domestic violence. For data protection reasons details of these are confidential

TOTAL £3,321.87

Charity Financial Activity 2005 - 2006 Continued

Other Grants (Independent)

Date	Paid to	Reason	Site	Amount
Nov-05	Rainbow House	Donation	N/A	£609.00
	Children in Need	Donation	N/A	£400.00
May-06	Meningitis Research	Donation	Exeter	£500.00
Oct-06	Independent Golf Sponsorship	Independent		£2,000.00
Nov-06	Disabilities Trust	Road Safety Campaign		£1,000.00
Jan-07	Rainbow House	End of Year Donation	N/A	£25,000.00
TOTAL				£29,509.00

Funds Pledged for ongoing projects

		Amount
Oct-06	Reading buddy Training and implementation	£30,000
Dec-06	10,000 Books for 10,000 Kids	£20,000
Dec-06	Production of Video CD to promote our charity	£ 2,500
Total funds granted and pledged 2005/2006		£98,460.00



Making a difference to our communities
www.motointhecommunity.co.uk