



Philanthropy Policy

May 2024

As a company, Vintage Roots donates and supports charities where it is able to do so. We choose to prioritise charities and causes whose values we share.

Brand Partnerships

The Born Free Foundation

In 2010 we launched our range of 'Wild Thing' organic wines, in partnership with **The Born Free Foundation**. A red, white, rosé and prosecco wine are included, and set donations from every bottle sold go to Born Free, who work across the world on conservation and animal welfare projects. These wines are sold into customers' homes, as well as independent wine shops, hotels, farm shops, restaurants and are also used for events across the country.

The Soil Association

The Soil Association is a charity campaigning for planet friendly food and farming, who believe in the connection between soil, food, the health of people and the health of the planet. We partner and donate once a year with 5% of total sales value covering a busy weeks' sales in November each year.

Hampshire and IOW Wildlife Trust

We have been corporate members and investors of our local **Hampshire and IOW Wildlife Trust** for the last 10 years. Protecting wildlife and supporting biodiversity is important work and, as our local trust, we choose to support.

Other donations

We always will support any of our employees who are involved in raising money for charity. From raffle prizes to monetary donations (e.g., bike rides, office bake offs, etc.)

We regularly supply free or discounted drinks to charitable events and worthwhile causes where we can.

We commit to matching individual workers' charitable donations up to a maximum of £50 per worker.

We commit to making an additional charitable donation of £200 minimum per

year to a charity chosen by our workers or clients. This charity is to change year on year.

As of 1 May 2024, we commit to offering one day per person per year to be allowed to volunteer with registered charities during work hours.