

# CORPORATE CASE STUDY

## Majestic



## Charity of the Year Partnership

The Brain Tumour Charity was selected through employee vote to be Majestic Wine's Charity of the Year 2021/22, following nomination by a member of staff living with a brain tumour. Against a target of £80,000, the partnership raised **£138,447** over the year in spite of the significant challenges posed by COVID-19 restrictions in the first half.

- The total will allow us to run our specialised one-to-one support services for 8 months. This includes: our telephone hotline
- direct email
- online live chat
- equipment
- the costs of having trained and compassionate staff available to respond with the highest standard of care

Our Strategy and Insights Services are the cornerstone of our goal to halve the harm that brain tumours have on quality of life, and would be impossible to fund without partners like Majestic Wine.

From an awareness standpoint, the national profile of Majestic Wine and their huge customer base have amplified The Charity's voice across the UK. The year-long commitment of the entire staff team to raising the profile of The Charity by having our branded collection tins at the till in every store has delivered greater awareness of The Brain Tumour Charity within local communities.

## How?

Majestic's most gruelling fundraising event, named 'Le Tour de Stores', saw the company's Directors cycle, in relay, the length of the entire country from the northern-most store in Inverness, right the way down to Majestic Falmouth. The 1,200km route was completed on static bikes at the Watford Head Office in just 24 hours, requiring intermittent sleep on the office floor between cycling stints overnight. Not to mention, a strength of will and determination that definitely deserved that glass of wine or two at the finish line. Le Tour de Stores was an innovative and original idea that was fully self-started and organised by Majestic Wine with support from The Charity. It raised **£17,600** in total and has even inspired some other companies to take on similar fundraising challenges.

But Majestic Wine's greatest fundraising coup and largest feat of management, planning and execution, was its first ever Supplier Awards Dinner (MSAD) in March 2022. Tickets and auction bids combined raised an outstanding total of £65,000 for The Brain Tumour Charity.

*“A small team from Majestic worked closely with the designated representative from The Charity to create a program of events and activities designed to drive engagement and fundraising. This included the inaugural charity golf day and a black-tie supplier awards dinner, which was a bigger success than anyone could have ever anticipated.*

*Across the business we saw high levels of engagement from colleagues, customers, and from suppliers keen to get involved. Young Ambassador stories made the most impact in terms of awareness, and the supplier awards dinner generated almost half the total funds raised.*

*£138,447 was raised over the course of the year, surpassing the £80k fundraising target! Majestic hopes this money will make a real difference to the fight against brain tumours, and the support offered to those living with the disease and their carers.”*

**Liz Fleming, Internal Communications Manager**

