

Sanlam in the Community

We're very proud of our community involvement across the UK. Our corporate partnerships support the arts and reflect the values we hold true as a company: expertise, craftsmanship, pride in our work, and patience. We also enjoy being part of the communities within which we work – whether that's by taking part in charity events, sponsoring local initiatives, or offering work experience and financial education.

Partnerships

We are committed to looking after our clients' money using our experience, skill and dedication. Attributes you could apply to any craftsman. The Crafts Council and the Royal Academy of Arts epitomise these values, and we are proud to support them in their quest to showcase the very best in art and craft.

The Crafts Council

Our partnership with the Crafts Council may not seem like the obvious choice for a wealth manager, but the ethos and values typically associated with artists - such as care, innovation, hard-learned skills, comprehensive experience and patience - reflects those of our portfolio managers and financial planners.

We were drawn to the Crafts Council because their mission is simple - to champion new makers, empower new making, inspire new audiences and bring communities together through craft. They are the national development agency for contemporary craft in the UK and are funded by the Arts Council in England.

In 2004, the Crafts Council launched their annual art fair - Collect: International Art Fair for Modern Craft and Design, and it has been going from strength to strength ever since. The fair aims to promote the very best galleries and artists in modern craft and design, and it continues to be instrumental in defining and growing the market for contemporary craft. It brings together over 400 artists from across the globe, giving them the unique opportunity to exhibit alongside world-class galleries.

[More information on the Crafts Council, and their art fair. < http://www.collect2020.org.uk.>](http://www.collect2020.org.uk)

Royal Academy of Arts

We have been corporate partners of The Royal Academy (RA) for five years. Just like the Crafts Council, the RA shares many of our corporate values, and we are very proud of our association with them. The RA has been championing art and artists for over 250 years. As corporate partners, we can offer clients a limited number of tickets to exhibitions, and we also host exclusive private viewings of exhibitions for our clients to enjoy.

Sanlam Academy

We love what we do, but we accept that understanding pensions and investments isn't at the top of everyone's 'to do' list. We're always looking for ways to promote financial awareness and empower people to make better financial decisions. Here are some of those initiatives:

Work placements

Every year we invite 10 young people - school leavers, university students and graduates - to join our work experience and internship programmes. We give them the opportunity to try out different roles within our business, educating them on key financial issues, and helping them decide if a career in wealth planning is for them.

The Rugby Players' Association

The Sanlam Academy also builds strong local partnerships. An example of this is the Rugby Players' Association. We offer financial education and work experience to all Premiership clubs, the England Sevens and the England Women's teams. This includes insight sessions at our regional offices where players can speak to our wealth planners and investment managers. We've also created a Financial Awareness Handbook for players to help them understand some of the key issues and challenges in planning their long-term finances. This is particularly pertinent for professional sportspeople, as they often retire in their late-20s or 30s when their earning potential is at its highest.

Inheritance tax and generational wealth seminars

We recently ran a highly successful educational campaign, underpinned by our **Generation Game Report** < <http://www.sanlam.co.uk/getmedia/26732f95-d494-422a-8892-3bc905fa959f/Sanlam-%25e2%2580%2593-The-generation-game.pdf>>, and invited clients and non-clients to a complimentary local seminar, where we set out to highlight the benefits of families talking to each other about inheritance. The seminars, fronted by Eric Knowles from the BBC's *Antiques Roadshow*, also discussed issues around inheritance tax and the importance of long-term financial planning.

Charity work

Sanlam has a history of being an active part of the communities in which we work. We are proud of our regional presence across the UK and take part in several local and national charitable initiatives throughout the year.

Payroll Giving Award

In 2019, Sanlam was given the Bronze Award for our Payroll Giving scheme. This award recognises our increased donations to UK charities throughout 2018/19. Payroll Giving is a tax efficient way of donating to the charity of your choice and we're delighted our staff have taken it to their hearts.

Donate a Day

Departments and individuals from across the business are invited to 'donate a day' where they take a day out of the office to help a local charity. For example, our paraplanning team in Bristol held a donate a day to paint a school, and London employees helped Friends of the City gardeners with bulb planting, mulch laying and plant recycling in a public garden in the city.

Local charity and community engagement

Throughout the year our regional offices participate in various local charity and fundraising events. As an example, in 2019 our Bristol office raised funds for the Bristol Children's Hospital, our Chichester office raised money for Dementia Support, and Sanlam sponsored a half marathon along the coast of North Wales to raise money for Kidney Research.