



## PRESS RELEASE

### **RB takes action to support vulnerable communities in Hull in the fight against COVID-19**

Donations to six charitable projects will support the health and wellbeing of those most vulnerable and affected by the COVID-19 pandemic in Hull and the surrounding area.

RB, a global leader in hygiene, health and nutrition, announced today it is donating £266,000 to support severely impacted communities.

The donations will enable Fareshare, Hull Homeless Community Project, HEY Mind, John Cracknell Youth Enterprise Bank, The Food Partnership and Forum to continue critical support for the most vulnerable groups in our local community. Amongst those set to benefit are those at risk or impacted by food poverty, homelessness and mental health, as well as young entrepreneurs who may not be eligible for government business grants.

Established in Hull in 1840, RB has significant R&D and manufacturing operations in the city, employing 1500 people. This local donation builds on the global commitment RB has already made through its £32 million Fight for Access Fund.

Rachael Starkey, HR Manager, RB explains: "As a major employer in the region, we're delighted to be able to support the local community at such a challenging time. The pandemic is having a significant impact on people's health and wellbeing, and we are proud to be able to give something back with the help of these amazing charities."

Councillor Daren Hale, deputy leader of Hull City Council, said: "We are delighted to be working with RB to support some of our most vulnerable residents in the city.

"Charities in Hull play a vital role in supporting our communities, and these donations will continue to ensure we can assist people in what has been some of the most challenging times in recent years."

- Economic hardship often leads to people being unable to achieve an adequate and nutritious diet. Fareshare will use their donation to supply and redistribute food to community organisations that support vulnerable people, and to support unemployed individuals in gaining employment in the food, logistics and warehousing sectors.
- The Food Partnership will use the donation to better understand the food issues associated with the COVID-19 pandemic, and pilot new approaches to address food poverty and the underlying issues of financial exclusion.
- Forum, working in partnership with HEY Smile Foundation, has set up a dedicated grants fund for charitable organisations using the donation, to support the diverse needs of local people impacted by COVID-19.
- HEY Mind will use the donation to set up a service for individuals who are at risk of suicide or have attempted suicide. As well as supporting individual's at increased risk of suicide, the new service will support those who have experienced the death of a loved one through suicide.

- Hull Homeless Community Project will use the donation to continue their support for local people at all stages of homelessness. The pandemic is having a significant impact on people from all walks of life, including individuals, families, young people, those fleeing domestic abuse and offenders.
- John Cracknell Youth Enterprise Bank will use the donation to provide young entrepreneurs - who have been among the hardest hit economically - with business grants to restart their careers.

## **Ends**

## **Contact**

RB

[Emma.Smith2@RB.com](mailto:Emma.Smith2@RB.com), Engagement Manager (07408 804002)

## **Notes to Editors**

Please visit the websites below for more information on the charities supported:

- [Fareshare](#) (Images: Fareshare 1 and Fareshare 2)
- [Forum](#) and [HEY Smile](#)
- [HEY Mind](#) (Images: Mind 1-9)
- [The Food Partnership](#)
- [Hull Homeless Community Project](#)
- [John Cracknell Youth Enterprise Bank](#) (Images: John Cracknell 1 and John Cracknell 2)

## **Additional quotes:**

"Working to reduce food poverty and financial exclusion is a critical element of the Sustainable Food Places approach towards a more resilient and sustainable food environment in Hull. This new funding from RB will have a hugely beneficial impact on our work. It is so inspiring to see a major local employer such as RB directly supporting the wider community in the Hull area and actively engaging with the non-profit sector at this crucial time.

The food partnership will be able to use this support to bring everyone together and draw up a really sustainable city-wide food plan for the future" – Hilary Hamer, Chair of Hull Food Partnership.

"Hull Homeless Community Project are ecstatic to receive this significant support from RB in addition to our charitable partnership which has been in place for the last two years. This support will enable HHCP to continue and bolster its response to the Covid-19 pandemic supporting vulnerable adults and children across Hull.

"Many third sector organisations have had difficult decisions to make over the last few months, dwindling resources and increased demand have meant a reduction in regular services to meet the physical and financial demands of responding to Covid-19.

"This has ultimately had a detrimental impact on many people requiring their support. As important as the initial response to the pandemic, the recovery period will be substantial and

difficult for many people in our community. This support from RB will now ensure we can fully respond to the needs of those we serve recovering from the impact of Covid-19 well into the winter months whilst maintaining our core activities and services many people depend on” – Andrew Smith, Founder & CEO, Hull Homeless Community Project.

"I am absolutely delighted that RB have granted the John Cracknell Youth Enterprise Bank £32,000 to support enterprising young people to help them during the current crisis.

RB's financial support working alongside our mentors will go a long way in ensuring that many more businesses will remain in readiness to help drive forward the local economy.

RB in the past have shown their commitment to enterprising young people by sponsoring Global Entrepreneurship Week and supporting an exchange visit to South Africa of young entrepreneurs and this is the icing on the cake for us and demonstrates RB's values in working in partnership with our communities” - Tony Robinson OBE, Micro Biz Champion, Patron of John Cracknell Youth Enterprise Bank.

#### About RB

RB\* is driven by its purpose to protect, heal and nurture in a relentless pursuit of a cleaner, healthier world. We fight to make access to the highest-quality hygiene, wellness and nourishment a right, not a privilege, for everyone.

RB is proud to have a stable of trusted household brands found in households in more than 190 countries. These include Enfamil, Nutramigen, Nurofen, Strepsils, Gaviscon, Mucinex, Durex, Scholl, Clearasil, Lysol, Dettol, Veet, Harpic, Cillit Bang, Mortein, Finish, Vanish, Calgon, Woolite, Air Wick and more. 20 million RB products a day are bought by consumers globally.

RB's passion to put consumers and people first, to seek out new opportunities, to strive for excellence in all that we do, and to build shared success with all our partners, while doing the right thing, always is what guides the work of our 42,000+ diverse and talented colleagues worldwide.

As a responsible business, our response globally is through the £32 million Fight for Access Fund. For more information about the RB Fight for Access Fund visit <https://www.rb.com/sustainability/the-rb-fight-for-access-fund/>

For more information on what RB is doing to combat COVID-19, visit: <https://www.rb.com/about-us/coronavirus-information/>  
<https://www.covid-19facts.com/>

For more information about the RB Fight for Access Fund visit <https://www.rb.com/sustainability/the-rb-fight-for-access-fund/>

\*RB is the trading name of the Reckitt Benckiser group of companies