



REED



We Love Mondays and
on Fridays we work for charity



Alec Reed

Alec Reed opened the first REED office in Hounslow, London in 1960 and REED has since developed into the world's largest family-run recruitment company.

In 1986, REED sold its retail business Medicare, earning Alec Reed £5 million. In 1987 he gifted this money to Reed Charity and later renamed it Reed Foundation. The charity has set up Women at Risk UK, Womankind Worldwide, Ethiopiaid and the Big Give. The Reed Foundation owns 18% of REED, meaning everyone at REED works one day a week for charity. In 2011 Alec Reed was knighted for his services to business and charity.

“ I have founded seven charities in all and been actively involved in another four. Encouraging philanthropy is my main mission now; but without entrepreneurialism to make the money, there would be no philanthropy ”

Sir Alec Reed

Why Charity?

Charity is an integral part of what makes up REED and its history. Join us as a client, a Co-Member or a temporary worker and you will work one day a week for charity.

In the early 1970s Alec Reed set up his first charity which helped drug addicts find employment. In 1989, the Reed Foundation founded Ethiopiaid, Women at Risk UK and Womankind Worldwide and in 2007 it founded the Big Give. theBigGive.org.uk is a non-profit, charitable website that enables donors to find and support charity projects in their field of interest. Alec Reed was appointed a Knight Bachelor for his services to business and charity in 2011.

In 30 years Ethiopiaid has raised over £36m which has been donated to its Ethiopian partners. Since being founded by Alec Reed in 2007, the Big Give has raised over £100m for UK-registered charities. Every REED client, Co-Member and temp contributes one day of work a week to these charitable causes.



WHY CHARITY?



ETHIOPIAID

“ We are so grateful for the philanthropic partnership we have with REED. Their in-kind support not only helps us run a professional operation but it also enables us to keep our costs to a minimum and to ensure donations go to where they are needed most ”

Alexandra Chapman, Chair of Trustees

“ I was hooked on helping to improve the lives of the poor in Ethiopia. I founded Ethiopiaid in the Autumn of 1989 and over the next 30 years it has donated more than £36 million to partner projects ”

Sir Alec Reed

Ethiopiaid

Alec Reed first visited Ethiopia in 1987 and what he saw during that trip left him with a strong desire to help alleviate some of the horrific problems in the developing world and to improve the lives of the poorest and most marginalised in Ethiopia.

With an initial investment of £1m from the Reed Foundation in 1989, he created a platform that has delivered years of positive change.

Ethiopiaid's vision is an Ethiopia free from poverty, in which every person has access to quality education, healthcare and a life of dignity. It funds projects which focus on maternal health, eradicating harmful practices, opportunities for women and girls, education, people living with disabilities and the elderly.

Ethiopia has made huge strides forward since the devastation and despair of the Civil War and the famines in the 1980s. Ethiopiaid recognises that Ethiopians are determined and dedicated with exceptional entrepreneurial spirit. The charity drives further progression and development in Ethiopia, by tapping into this talent and working with many different and trusted partners.





The Big Give

Alec Reed founded the Big Give in 2007 with the aim of finding a more intelligent way of giving money to charity.

The Big Give profiles the work of around 10,000 charities and their projects. It enables you to discover charities and projects of interest and make donations. It also offers the opportunity to double your donations through match funding campaigns run throughout the year. In 2008, The Big Give introduced match funding – an offer to double your donation within a set time frame – and subsequently the Big Give has established the UK's biggest online match funding campaign: The Christmas Challenge. The Christmas Challenge raised over £11.3 million for over 528 charities in just seven days.

Since 2007, the Big Give has raised over £100m for UK-registered charities. Now established as experts in online match funding, the Big Give works with a growing number of charities and philanthropic partners, called 'Champions', who provide the match funding across a huge variety of causes.

In addition to match funding campaigns, the Big Give runs a number of other appeals including the Summer Give and Emergency appeals. In 2017 it raised over £2.6 million for those affected by the tragedy at Grenfell. The Big Give helps charities, individuals and philanthropists to connect and raise money online.

theBigGive.org.uk

“ The Big Give is a generosity multiplier. The charity has recently set itself the target to raise £1 billion for good causes. The more Champions, Supporters and Donors that we can connect with the sooner we will reach that goal. Spread the word! ”

James Reed

“ I like to be proactive about giving and do not usually respond well to requests. People will give more if they can easily find a charity that truly engages them ”

Sir Alec Reed



“ I had been involved with a number of charities and felt that women were doing a lot to support different causes, but there were no charities specifically enabling them to help other women.

On International Women's Day, 8 March 1989, we launched Womankind Worldwide. Reed Foundation provided funding enabling the organisation to establish itself. Through the dedication of a large number of people, Womankind has come a long way in the last 30 years, and I am really proud to be the founder and a life-long supporter ”

Sir Alec Reed

Womankind Worldwide

Womankind Worldwide is a global organisation working in partnership with women's rights organisations and movements to transform the lives of women and girls.

Womankind is working towards a world where every woman and girl can live free from violence and discrimination, have a say in the decisions affecting her life, and be free to know and claim her rights.

Recognising that long-lasting change is complex and requires long-term collaboration, Womankind supports feminist action at all levels, from the local to the global, to amplify women's voices.





Education

In 1972 Alec Reed bought a Jacobean Manor in Little Compton, Warwickshire, which he turned into the Reed Business School.

The Reed Business School is run on a not-for-profit basis and is owned by Reed Educational Trust – it specialises in accountancy courses. The overall pass rates are often close to 100% and are usually well above the national average.

In 2002 Alec Reed began to sponsor The West London Academy – now called Alec Reed Academy – which is in the same area that he went to school, Northolt. He had freedom in setting up the Academy to decide the school's aim and ethos, choose its head and commission the design of the buildings. The Chair of the governing body continues to be an authorised representative of REED.

Ofsted's latest report described Alec Reed Academy as 'a school at the heart of its community, with a good sense of support, togetherness and a good quality of education'.

“ Teaching lively young minds is a fabulous experience ”

Sir Alec Reed

“ I have always been conscious of those who slip through the net in society and I have been drawn to help them.

I believe that many people in prison could lead normal lives outside if given the right opportunity and support ”

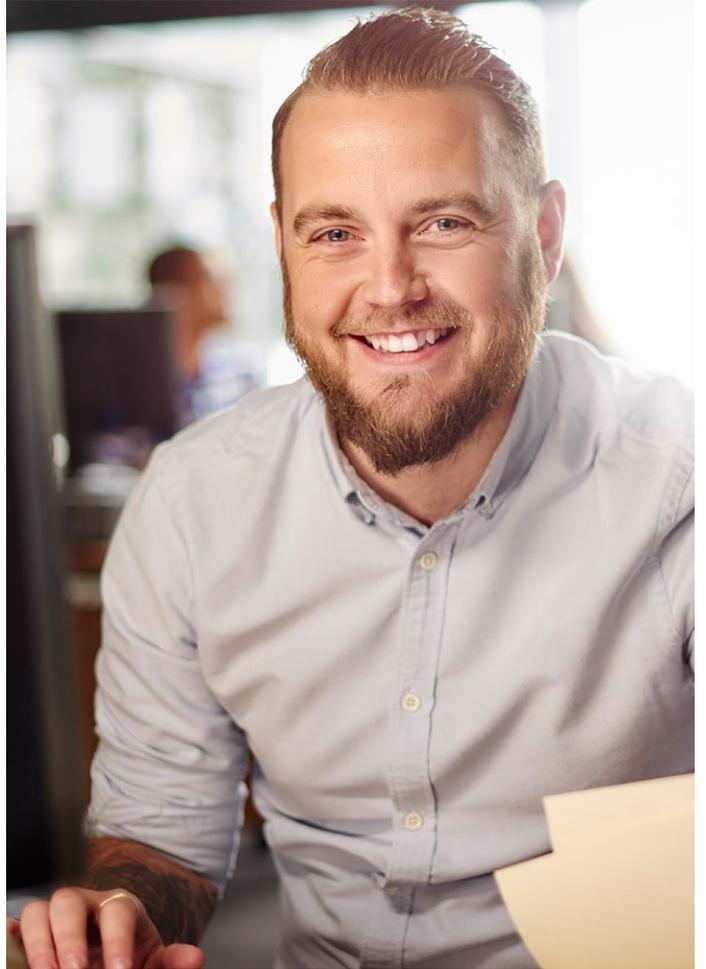
Sir Alec Reed

Second Chance

Early in his career, Alec Reed volunteered every Thursday evening at a centre for drug addicts near his office in Bond Street and through speaking to the addicts he recognised their need and desire for support in securing employment.

In the early 1970s he started the Addicts Rehabilitation Charity which created the Addicts Rehabilitation Employment Agency, an employment agency specifically aimed at drug addicts.

This led on to Reed Restart which was a not-for-profit enterprise that began in Holloway Prison in 1995 – the scheme was later extended to provincial prisons. Reed Restart provided offenders with rehabilitation and training, giving them work to do and setting targets that gave them a sense of achievement. The aim was to help offenders become employable on release.





Society

Reed in Partnership was established in 1998 to deliver the Government's 'New Deal' welfare to work programme. Originally the scheme was aimed at the young, but over time it was extended to include everyone who was long-term unemployed.

There was much more to this scheme than finding people jobs, because many of our Members regarded themselves as 'unemployable'. When people have been out of work for a long time, their confidence often needs rebuilding before they can be sent to an interview. Re-boosting their morale and changing their mindset is an important part of this work.

Reed in Partnership has since grown into a substantial public service provider with a mission to deliver services that positively transform people and their communities. Since 1998, Reed in Partnership has matched over 150,000 unemployed Members to sustainable jobs and helped 12,000 individuals to transition from health-related benefits into full-time work. It has also helped 40,000 16-24-year-olds into jobs.



“ One of our most satisfying ventures has been partnering the Government in welfare to work programmes, helping people who have been long term unemployed back into employment. We have worked in some tough areas and it is really satisfying to see people regaining their confidence and self-esteem ”

James Reed



“ It is incredibly motivating to work for a company that makes a difference to the lives of disadvantaged people. Knowing that the work we do every day supports people to improve their skills, health, education and employability makes Reed in Partnership a dynamic, innovative and enthusiastic environment to work in. ”

James Atkinson



“ Working one day a week for charity means my performance makes a difference to society. During my career with REED I've worked closely with several of the charities supported by the Reed Foundation, so I know the money is going to a good cause. ”

Jon Brooks



“ I am incredibly proud to be able to say that I work one day a week for Charity. During my time at Reed I have raised over £2,700 for Ethiopaid. I was fortunate to take part in the REED Ethiopaid Challenge in 2017 to support Ethiopaid’s charitable partners and complete the 10k Great Ethiopian Run. ”

Katie Smith



“ It’s an honour to work for a company that is so heavily involved in charity. REED has donated in several ways, and at times to a charity which means a lot to me personally, the TSA (Tuberous Sclerosis Association) a condition my son suffers from. ”

Stewart Small



Silicon Grove



Ethiopian Team Challenge



Silicon Grove



Ethiopian Team Challenge

What's Next

A look at what's coming up in two key REED Group partnerships.

Silicon Grove

Following the Grenfell tragedy, REED is working in partnership with the Kensington & Chelsea Foundation, with invaluable support from other local voluntary sector organisations, key players from the business community and social purpose experts Profit with Purpose, to address social mobility and inequality in the Kensington community. Our aim is to change the future of North Kensington by creating a West London tech hub known as Silicon Grove.

Unemployment in North Kensington is double the national average and more than a fifth of residents are in jobs that pay less than the London Living Wage. At the same time, there is a serious skills gap in technology which must be closed if the UK economy is to thrive in the future.

We are bringing together businesses in the community to develop technology skills that will lead to well-paid jobs.

Ethiopian Team Challenge

Every year Ethiopiaid runs a REED Team Challenge trip to Addis Ababa, offering the once in a lifetime opportunity to visit and volunteer at a charity we fund, as well as giving participants the chance to see how it makes a difference first-hand.

While in Ethiopia, the REED team visits and volunteers with key partners: The Hamlin Fistula Hospital, Hope Enterprises' Street Children's Breakfast, Hope College, Cheshire Services and AWSAD. They also take part in the Great Ethiopian Run, a 10km run through the streets of Addis Ababa.

“ It is important to us as an extended family, that REED, our family business, is an active citizen that engages positively with society and seeks to act as a force for good ”

James Reed



How can you help?

Work with REED and help to change lives.

Work for Reed

At REED we work one day a week for charity, The Reed Foundation owns 18% of the REED business and the funds from the Foundation go towards supporting charitable projects including Ethiopiaid, the Big Give and Womankind Worldwide, as well as one-off donations.

Donate

Visit the Big Give, Ethiopiaid and Womankind Worldwide online to make a donation. Be sure to keep an eye out for the match funding campaigns on the Big Give!

theBigGive.co.uk
ethiopiaid.org.uk
womankind.org.uk

A family business
since 1960

REED

