

**Campaign:** Time to Skip

**Date:** August - October 2022

**Social Value Achieved:** £1,286.73



Each year, we like to support one major cause that we feel makes a huge impact to our communities. In 2022, **we chose to support The DASH Charity** whose mission is to '...educate and empower people to understand, recognise & respond to Domestic Abuse.' The charity provides specialist support to adults and children experiencing mental health issues, modern slavery, immigration, trafficking, homelessness, and complex needs associated with Domestic Abuse.

**Each year it is estimated that there are:**

- **2,000,000 people in the UK suffering some form of domestic abuse.**
- **1,300,000 female victims (8.2% of the population).**
- **600,000 male victims (4% of the population).**

We developed a campaign to run alongside a charity fundraiser; over the course of August - October, we donated, posted, shared and took part in issues and initiatives that helped bring women to the frontline. We centred the campaign across 6 main themes:

### **Skip the Bias**

In the UK alone, **17% of women** leave employment completely in the 5 years following childbirth, compared to **4% of men**. Having children shouldn't be seen as a step back from career progression. To show that Go Green champion working parents, through the last week of August we ran a recruitment campaign to support new parents seeking to **re-enter the workforce**. We also delivered Time to Skip branded cupcakes to the staff and patients at Doncaster Bassetlaw Maternity Ward as a token of appreciation.



### Skip Feeling Embarrassed

Our staff, customers and visitors shouldn't feel embarrassed if being caught out by their period. We wanted to remove the stigma associated with menstruation, so we implemented a selection of **free sanitary products** into each female and disabled toilet within Go Green as a permanent change within the business. The improved accessibility of sanitary products shouldn't stop at the workplace, to show our support to our wider community and help with period poverty we began an office collection for sanitary products to **donate to Doncaster Food Bank**.

### Skip Feeling Overlooked

We often cherish the wisdom and kindness the elderly generation have to offer, yet they are the people who are most at risk to loneliness and vulnerability. **Go Green connected with a local elderly care centre** in Doncaster and sent notes and thought-provoking questions to spark conversations with their peers about their own experiences, memories, and how it has been to **live through generational change**. This was coupled with hampers full of sweet and savoury treats for the residents and staff to enjoy with each other. We hand-delivered these to the care home and spent some time getting to know the residents.

### Skip the Stereotype

The waste industry is predominantly a male dominated sector, but Go Green are proud to break the mould with a **70% split of a female workforce**. To celebrate female lead businesses within the waste sector, we recorded a podcast with some of our key female led suppliers who shared their stories of working in a male orientated industry. This included both the benefits they've found and the challenges they've faced in their roles.

### Skip Finding an Excuse

Prioritising health is not always at the forefront of our minds, so in honour of Gynaecological Cancer Awareness Month we shared some key details, statistics and FAQs around the importance of regular check-ups and Smear Tests. It is important that our team feel able to access their **paid appointment allowance** for important appointments like these, which is why we got **certified with Time to Test!**

In honour of Breast Cancer Awareness Month, we wanted to highlight the importance of self-check-ups, including checking your breasts. **1 in 7 women** will be affected by breast cancer in their lifetime, whilst around **400 men are diagnosed each year**. As part of World Menopause Month, we shared resources from Pausitivity's campaign, #KnowYourMenopause.

### Skip Being Silenced

Every year there are **1.9 million victims of domestic abuse**, of which **1.3 million are women**. We supported The Dash Charity and implemented change within Go Green by asking some key members of staff to undergo Domestic Abuse training so that we can proactively support our staff should we ever need to. Our 10k fundraiser walk took place at Hatfield Nature Reserve with Go Green staff and family members.



### How much did we raise?

Over the course of the campaign, **Go Green raised £800 for The Dash Charity** which is a fantastic achievement, as well as totalling **£1,286.73 of social value**. Thank you to everyone who supported us by donating to such a worthy cause.