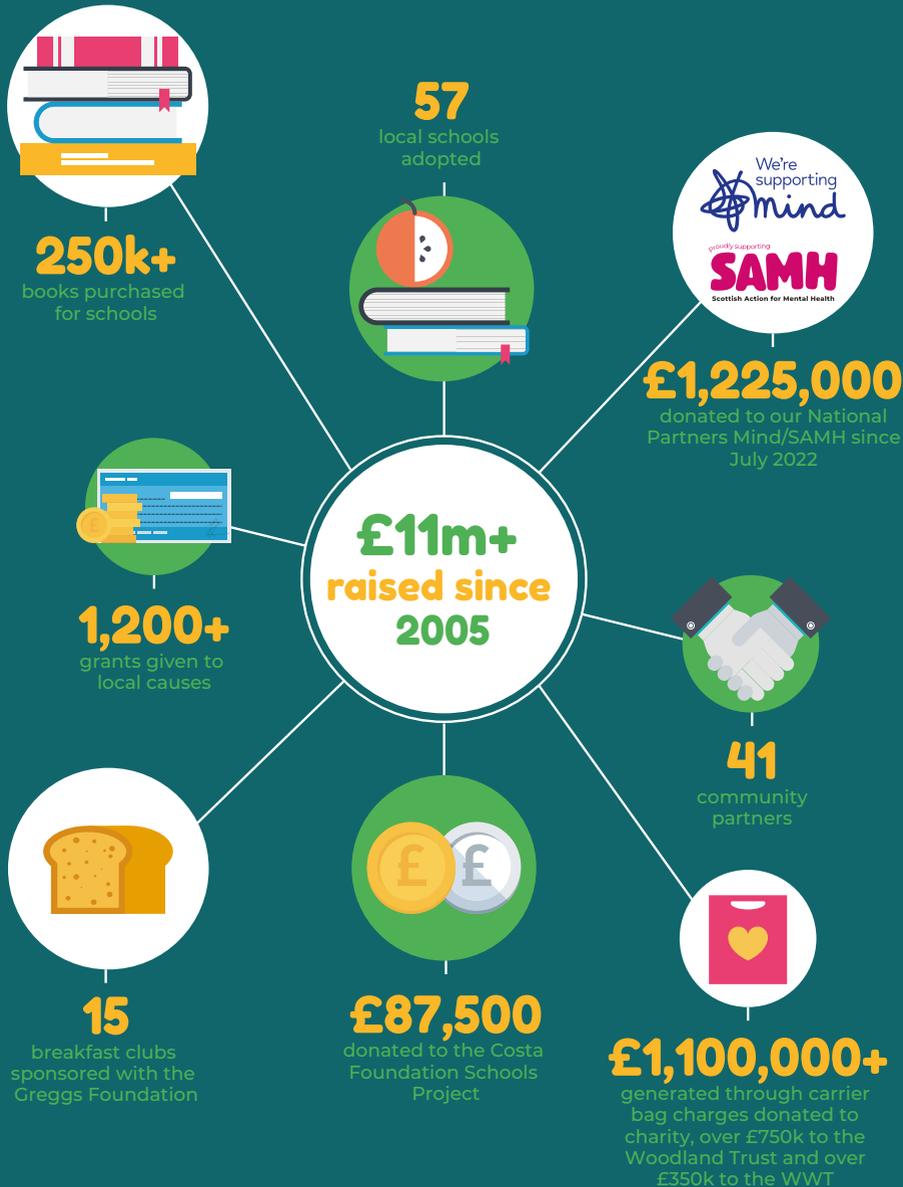




**ANNUAL REPORT
2024**

We are proud to be making a difference.



Mission



moto foundation is committed to making a difference in the communities around moto service areas.

Objectives



Charity Fundraising

Through our network of 54 locations and over 5,000 colleagues the Moto Foundation encourages Moto sites to establish relationships with small charities and community organisations with whom they can make a notable difference. Moto people continue to amaze with their enthusiasm and commitment to their charity and this is reflected in the amount raised each year. In 2024 the Foundation celebrated hitting its' £10m raised milestone and introduced a new 10,000 steps fundraising event that saw colleagues from across the country raise over £20,000. This and many other activities meant that income raised was again over £1m.

Moto Benevolent Fund

Traditionally Moto Foundation supports colleagues with benevolent grants due to unforeseen financial hardship. In 2024 Moto Hospitality donated £25,000 to the charity to facilitate and manage the payment of funds to 39 colleagues.

Community Development

We were able to donate to 78 local community groups and charities across the country who requested funding to help with worthwhile projects. We also continued to support our 57 adopted schools with resources. Thanks to our ongoing partnership with Oxford University Press we have now donated over 250,000 books to schools since 2006 via our annual book programme.

Environment

Moto Hospitality continues to donate its carrier bag income to Moto Foundation, enabling donations totalling £125,000 each to the Woodland Trust and WWT (Wildfowl & Wetland Trust). These donations supported the Woodland Trust's Young People's Forest in Derbyshire and Community and School Tree Packs, and continued support for three projects at WWT: Generation Wild, Blue Influencers and Wetland Wildflowers.

Chair of Trustees' Statement

For financial year end 2024

We have been very fortunate to have the support of Moto Hospitality and are happy to report that we raised a total of **£1,239,806** in the year. The year saw the Foundation hit its' **£10m** raised milestone – an incredible achievement - and our Moto colleagues have been amazing once again in their continued support. They took over 35 million steps and raised over **£20,000** in our first national steps challenge to celebrate our fundraising milestone, as well as taking part in a variety of events from hikes to bake-offs to sky dives, and many others besides. We are very proud of them all.

Our national partnership with Mind (in England and Wales) and Scottish Action for Mental Health (SAMH – in Scotland) continued to go from strength to strength. We were thrilled to be able to donate **£550,000** to Mind and **£30,000** to SAMH in the year, taking our combined donations since the partnership began in July 2022 to well over **£1m**.

Carrier bag and Too Good to Go income donated from Moto Hospitality enabled us to donate **£125,000** to the Woodland Trust and **£125,000** to WWT, supporting projects that benefit communities and young people across the UK.

Moto Foundation continues to invest in our network of 57 adopted schools, which forms a core part of our community activity. Thanks to our ongoing partnership with Oxford University Press we have now donated over **250,000** books to schools since 2006 via our books programme. We also had over **650** entries into our 10th annual Young Author competition.

We continued our support of Greggs Breakfast Clubs with **£20,000**; our donation now supports **15** schools. Other pledges included a seventh donation of **£12,500** to help the Costa Foundation with its aim of relieving poverty in coffee-growing communities, a **£10,000** donation to Macmillan Cancer Support and **£6,600** to the Pret Foundation.

We were able to donate to **78** local community groups and charities across the country who requested funding to help with worthwhile projects, through our community grants programme.

We are grateful to our committed colleagues, Moto Hospitality, supportive suppliers and generous customers who have contributed time, effort, ideas and enthusiasm to enable us to help such a variety of worthwhile causes – it is testament to them all that we were able to celebrate our **£10m** milestone this year.

We are looking forward to 2025, which will be Moto Foundation's 20th anniversary year, and hope to be able to support many more projects this year.



Louise Hughes
Chair of Trustees, moto foundation



Trustees



Louise Hughes
Chair of Trustees
Appointed 2021



Sam Peacock
Trustee & Co Secretary
Appointed 2021



Guy Latchem
Trustee & Deputy Chair
Appointed 2014



Steve Rac
Trustee
Appointed 2018



Amy Procter
Trustee
Appointed 2023



Robert O'Connell
Trustee
Appointed 2023



Michael Gorvin
Trustee
Appointed 2023



Hayley Meakes
Trustee
Appointed 2024



Roxanne Murphy
Trustee
Appointed 2024

Thanks to Julie Donovan and Emma James who resigned in 2024 and Matthew Haywood who resigned in February 2025

National Charity Partners

Moto Foundation are proud to have donated £580,000 in 2024 to our National Partners Mind and SAMH (Scottish Action for Mental Health) supporting better mental health across the UK and in local communities.

Moto Foundation's £550,000 donation to Mind means that the partnership has now raised over £1m to date. These funds will power life-changing services and support across England and Wales, so no one has to struggle alone.

Mind brings together an unstoppable network of individuals and communities – people who care about mental health to make a difference.

£170,000 donated to local Minds will enable 16 projects to continue to deliver proven interventions for their local communities.

With the new Service Continuation Grant, Moto Foundation has funded over 113 months' worth of delivery across England and Wales. These 16 different services will support close to 3,000 people (2,914 beneficiaries).



The services are made up of 5 that tackle the two-way link between poverty and mental health in local communities, 7 that offer life changing support to children and young people, and 4 that support racialised communities. These grants guarantee that local Minds can continue their most effective and sustainable services that achieve Mind's strategy, ensuring every person experiencing a mental health problem gets the support and respect they deserve.

On top of that, **£380,000 will support Mind's vital core services.** These include:

- **Mind's Information:** Providing people with the information they need to make informed choices about their healthcare; to understand and access their rights; to live with and recover from mental health problems and to feel respected and 'seen'.

- **Side by Side:** Mind's online peer support community that provides a safe anonymous space for people who have experience of mental health problems.

- **Helplines:** Mind's 4 helplines – information, welfare, legal and support - that provide a voice at the end of the phone when there's nowhere else to turn.

- **Policy & Influencing:** Campaigning to change minds, pushing for better care and services, and driving change to the mental health system.

Even though 1 in 4 people have mental health problems, most of us don't get the help we need. This has to change. Mind are here to fight for mental health. For support, for respect, for you.

£550,000
raised to help Mind power life-changing services and support across England and Wales so no one has to face a mental health problem alone.

£380,000
supports Mind's vital services including their helplines and online community Side by Side.

3000 people
supported by 16 local Minds delivering bespoke mental health services.

We're supporting mind

National Charity Partners

The donation of £30,000 to SAMH has the potential to save and change lives across Scotland. Whether encouraging men in their middle years to discuss their mental health through the power of football and the 'Changing Rooms' project, community-based services such as therapeutic horticulture or enabling young people to attend SAMH's 'Time for Me' life skills course, the money donated by Moto will have a positive and lasting impact.

Redhall Walled Garden is a therapeutic horticultural service based in an 18th Century Walled Garden. In a beautiful outdoor setting we support people towards improved mental and physical health and wellbeing through a range of horticultural and therapeutic activities and support.

"Redhall gave me a connection with nature and the seasons. The work allowed me to escape the negative thoughts I was bound up in." - Simon



Scotland, along with the rest of the UK, is facing an unprecedented mental health crisis, and behind every statistic lies a personal story of someone feeling alone and desperate for help. Families, young people, and adults are struggling, often facing rejection, enduring long waits and encountering a system that doesn't meet their needs. Their stories are a powerful testament to why immediate, barrier-free mental health support is crucial.

With Moto by their side, SAMH are going to help more people through their response to the pandemic and current cost of living crisis, their work in suicide prevention, their programmes in schools and colleges with young people, their men's mental health projects, and through their trusted information and community support services.



2024 Overview



Adopted Schools

The Moto Foundation has 57 adopted schools around the UK, predominantly primary schools with a small number of special needs schools. Adopted schools are selected by Moto sites on an individual basis, providing a partnership opportunity for both the school and our sites to develop an ongoing link. In 2024 our schools again welcomed the opportunity to refresh their libraries and classroom bookshelves with brand new books via the Books to Schools programme. We thank Oxford University Press as our long-term partner for this programme and for supporting us to deliver over **14,000** books this year.

2024 Reading Bug Campaign

Our annual short story competition entered its' tenth year and we were delighted to receive **651** entries from 18 of our schools.

This year's story was set by the author Paula Harrison and illustrator Jenny Løvlie, creators of the **Kitty** series.

First prize was a donation of **£2,500** for outdoor equipment for the winning school and a visit from Paula and Jenny. Four runners up schools received **£1,000** of Oxford University Press books and all winning authors received **£50** of WHSmith Vouchers each.

All of this is achieved with the support from our wonderful book partner the Oxford University Press.

2024 Overview

Community Grant Scheme

As a grant making trust the Moto Foundation Community Grant programme provides the focus for community support. The scheme was set up so that Moto sites could make a difference in their local communities. In 2024 we were able to award **78** grants, donating a total of **£76,251**.



Benevolent Grants

The Moto Foundation relies heavily on the sheer drive and enthusiasm of Moto colleagues working at over 50 locations around the UK to continually support our charity. Without their creativity and commitment we would not be able to promote our charity objectives to customers visiting Moto sites. Moto Foundation continues to support Moto colleagues and their immediate family through times of hardship. In 2024 we have been able to make a significant difference to 39 colleagues dealing with a range of difficulties including bereavement, long term illness and financial hardships. Moto Hospitality donated £25,000 to the charity this year to facilitate this activity.

The Poppy Appeal

The Poppy Appeal continues to be one of our favourite causes, and once again in 2024 we invited the Royal British Legion to send representatives to Moto sites to collect for this very worthwhile appeal.



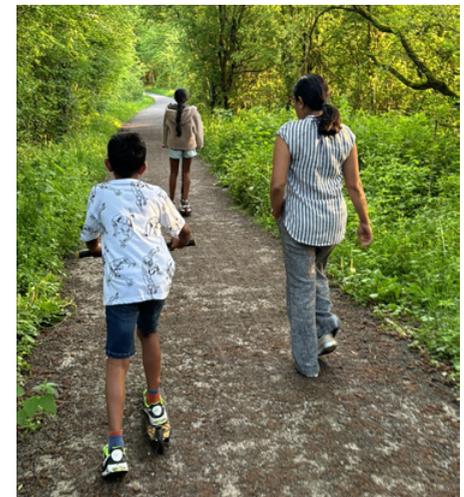
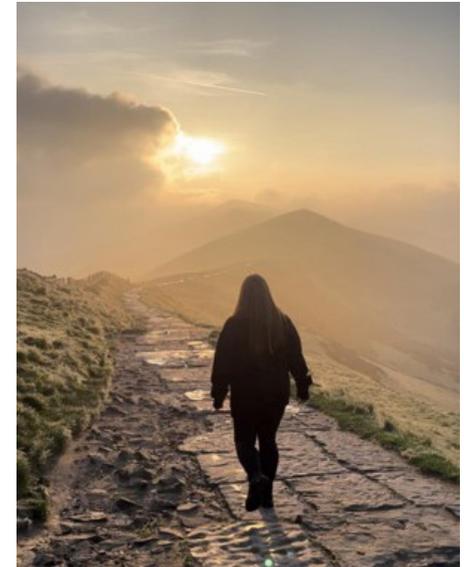
2024 Highlights

Events 2024

Moto Foundation is grateful for the commitment of so many supporters dedicated to its objectives. Moto colleagues, customers, suppliers and partners, through their tireless fundraising and donations, continue to make it possible for the Trustees to provide grants to the good causes close to the hearts of all Moto colleagues.

This year saw our colleagues embrace a new event – Target 10 million: 10,000 steps a day in May. **88** colleagues completed this challenge in celebration of Moto Foundation's £10m raised for good causes, cumulatively taking **35** million steps and raising over **£20,000**. Colleagues also commented on the physical and wellbeing benefits that this challenge brought them.

Our colleagues also supported us with a variety of other events including the Yorkshire 3 Peaks, the latest edition of the Moto Board Quiz, and many more activities.



2024 Highlights

Challenges

During 2024 Moto site colleagues held numerous events to support Moto Foundation and both of our National Partners. Moto colleagues responded with their normal enthusiasm to our focussed fundraising events, particularly those held over the Easter period and again in the summer, with funds going directly Mind & SAMH. Sites used their creativity to encourage Moto customers to give generously to the cause and collectively both campaigns raised nearly **£100,000**. Other events held throughout the year included the Yorkshire 3 Peaks and an action-packed dragon boat racing day in London, led by the Operating Board!



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Moto Hospitality Events

Moto Foundation is privileged to have the continued support of so many suppliers and supporters committed to our objectives.

In June 2024 we were delighted that the Moto team held its twelfth-annual Clay Pigeon Shoot. This ever-popular event raised over **£113,000** for the Foundation.



Making a Difference in 2024

Moto Foundation donated £250,000 to its' environmental partners the Woodland Trust & WWT

Moto Foundation donated £125,000 to the Woodland Trust this year to support:

Community and School Tree Packs -

The Woodland Trust free tree pack scheme gives communities and schools the opportunity to plant trees, no matter how big or small their piece of land. The packs come in different sizes and contain different types of trees to ensure that the right tree goes to the right place. Being able to offer tree packs free of charge means that financial barriers are removed, and everyone can get involved in shaping the places that matter to them.

The Woodland Trust also carefully monitors where the free tree packs make the most impact in local communities by boosting their tree equity scores. Our **£100,000** donation will fund **30,303** trees to plant in schools and communities across the UK.

Young People's Forest, Mead -

An inspiring 400-acre forest, situated on a former open-cast coal mine near Heanor in Derbyshire. Young people and children are shaping the future of this inspiring place, creating a forest for themselves and their community. Together they are turning it into a thriving, new, wildlife-rich woodland alongside ponds and meadows.

Young people use the site as a venue for education; arts; sport; music and also just for fun. Bordering Shipley Country Park, and Derbyshire Wildlife Trust's Woodside farm, these three areas provide more than 500 hectares of accessible landscape for local people to enjoy.

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©Philip Formby / WTML



Making a Difference in 2024

Moto Foundation has donated £125,000 to WWT this year, to support three different projects:



Generation Wild - Moto Foundation has donated £30,000 to WWT's nature connection programme for schools, children and families in economically disadvantaged areas. Over **50,223** children have participated in Generation Wild to date. They have completed more than **170,559** nature activities in their school grounds, gardens and local nature spaces, and approximately **8,328** children have gone on to complete 10 or more activities and become 'Guardians of the Wild'. It was wonderful to learn that Generation Wild had been 'Highly Commended' in the 2024 Green Gown Awards.

Blue Influencers Scheme - A match-funded programme for environmental youth social action, this is year 2 of a 3-year, £20,000 per annum commitment from Moto Foundation to support the scheme to deliver the WWT's aim of 'inspiring and supporting one million individuals to take positive action to promote, protect and create wetlands that are rich in nature and benefit people where they live, work and study'. In 2024 WWT worked with the young people from Blue Influencer groups to organise: litter picking in their local canal, a whole school recycling competition and a school pond restoration.

Wetland Wildflowers - This is a new, volunteer-powered project hosted by WWT Slimbridge in Gloucestershire, that grows and sells locally sourced, native wildflowers from seed into hardy plug plants. Plug planting is an easy and efficient way of introducing wildflowers to enhance an existing site or support the creation of new meadows. Floodplain meadows support rare and diverse plant communities, birds, bees and other pollinators, and can provide flood mitigation and carbon storage benefits. All profits generated by the Hub contribute towards WWT's mission to restore wetlands across the UK and internationally.



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Making a Difference in 2024

Greggs Breakfast Clubs

In 2024 we continued our donation of **£20,000**, which supports **15** Greggs Breakfast clubs.

Money donated to the Breakfast clubs:

- Supports **15** schools in locations near to Moto services
- Sees **1,186** pupils attend a Moto Foundation Breakfast Club every school day
- Delivers **231,270** free, nutritious breakfasts to pupils at our 15 Clubs every academic year
- Provides over **16,341** free loaves of bread to the Clubs each year



Pennies.

Since December 2020, Moto has partnered with the charity Pennies, supporting a customer micro-donation option at till points across Moto motorway service areas. This allows customers to donate to Moto Foundation when they pay digitally.

Customers visiting Moto sites are prompted to add a small 'micro'-donation to their purchases when they pay by card or digital wallet - a simple and affordable way to support the work Moto Foundation does across the country.

In 2024, **£298,128** was donated by Moto customers via Pennies, a significant increase, helping to support community projects, and local and national charities. The Foundation was delighted to see Moto Hospitality receive the Merchant Impact Award at the 2024 Pennies Awards. The award recognised how the Moto team worked with technology partners, as well as colleagues and customers, to significantly improve engagement and increase donations in 2024, creating even greater impact for the Foundation and its beneficiaries.

As well as working with Moto to enable this micro-giving option, to date Pennies has worked with 150+ retail and hospitality brands to enable more than 260 million micro-donations. This has raised millions of pounds in much-needed additional income for charities since 2010. For more information, visit pennies.org.uk.



Finances

National Partners

Date	Paid to	Reason	Amount (£)
January 2024	Mind	Donation	£50,000
January 2024	Scottish Action for Mental Health	Donation	£5,000
December 2024	Mind	Donation	£500,000
December 2024	Scottish Action for Mental Health	Donation	£25,000

Charity Donations

January 2024	The Woodland Trust	Donation	£25,000
January 2024	WWT (Wildfowl & Wetlands Trust)	Donation	£25,000
January 2024	Israel and Occupied Palestinian Territory Appeal – British Red Cross	Donation	£20,000
June 2024	Greggs Foundation Breakfast Clubs	Donation	£20,000
October 2024	Macmillan Cancer Support	Donation	£10,000
December 2024	The Woodland Trust	Donation	£100,000
December 2024	WWT	Donation	£100,000
December 2024	Costa Foundation	Donation	£12,500
December 2024	Pret Foundation	Donation	£6,600

Community Grants 2024

Date	Project Name	Amount
January	Sonkei Shotokan Karate Club	£1,000
January	Whitehouse Primary School	£1,000
February	Firfield Primary School	£2,000
February	Whitworth Leisure CIC	£1,000
February	Lymm Community Radio CIC	£1,000
March	Fairhaven Primary School	£400
March	Caritas Red Door	£518
March	Serlby Park Academy	£500
March	Burton Amateur Dramatic Society (BADS)	£500
March	Northfield Little League	£559.63
March	Let's Do More CIC	£600
March	Lets Enable CIC	£800
March	Cardiff City Women and Girls Basketball	£500
March	Kinross-shire Youth Enterprise (KYTHE)	£1,000
March	Knottingley Mustangs RLFC Under 8s	£630

Date	Project Name	Amount
March	We Can Dance	£1,500
March	Larkfields Infant School	£1,482.89
April	Washington United	£694
April	Play Action International	£150
April	Bay Veteran's Association CIC	£750
April	1st Papworth Scout Group	£607
April	Millmoor Juniors under 16s Girls	£1,320
April	Veterans into Logistics	£3,051
April	Treloar's School and College	£910
April	Group Garden Holidays	£300
May	Yewdale Community Foundation	£500
May	Deighton Gates Primary School	£2,500
May	The Rock Youth Project	£750
May	Friends of Severn Beach School	£1,284.57
May	Fazeley Pre-school	£700

Finances

Community Grants 2024 continued.

Date	Project Name	Amount	Date	Project Name	Amount
May	Wellgate Primary School	£375	November	Aurora Hedgeway School	£1,000
May	Kristina Gelder School of Dance	£250	November	Kington St Michael CE Primary School	£1,198
June	The Vale Primary Academy	£750	November	Firbeck Academy	£1,000
June	SEARCH CIO (services for older people)	£1,000	November	Exeter Road Community Primary School	£750
June	MacIntyre Care	£1,000	November	Flitwick Vale Rotary Club	£350
June	Storey's of Lancaster FC	£750	November	High Legh Community Association	£250
June	Gilford park youth FC	£1,000	December	Milton Keynes RUFC	£2,270
June	Travelteer Impact	£150	December	ID PE & Sport - Kent (ID in the Community CIC)	£2,500
June	Heyford and Bicester Veterans	£250	December	Life Education Wessex & Thames Valley	£1,000
July	Shatterlocks Infant and Nursery School	£1,500	December	Changes Tamworth	£1,000
July	DH Community Sport CIC	£1,136	December	Willand Youth Club	£1,000
July	Birtley Community Aquatic Centre	£2,500	December	Tamworth Amateur Boxing Club	£1,000
August	St Peter's Primary School	£1,000	December	Featherstone Rovers Foundation	£2,500
August	Willand School PTFA	£500			
August	Marsh United Football Club U10	£259			
August	Clean Slate	£1,000			
August	Limitless Youth Football Club CIC	£750			
August	Growing Well	£1,000			
August	Jigsaw Thornbury	£1,339.13			
August	Chiltern United	£886			
September	Pied Piper Preschool	£1,000			
September	Willowbank Parents, Teachers & Friends Association (Friends of Willowbank)	£1,000			
September	Burton Memorial Hall	£910			
September	Seamab	£2,385			
October	Glad2share	£1,230			
October	Birtley town juniors U9 HOOPS	£649			
October	St John's Hospice	£500			
October	Stotfold Junior Football Club	£680.45			
October	Fairhaven Primary School	£500			
October	Barton Junior School	£1,574.93			
October	Lancashire Youth Challenge	£1,120			
October	Chester Le Street United	£635.23			
October	Swansea Canoe Polo Club	£1,030			
October	Priory Celtic FC Girls under 13's	£567.58			
October	Reuben's Retreat	£749			



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