



# Wishing all our Customers a Safe Festive Season and a Happy New Year

It's been a tough year for everyone but **TrustFord** is proud to be facing 2021 with lots to be proud of and grateful for...

## ■ BREAKOUT FOR BEN 2019

Late in 2019 members of the **TrustFord** family embarked on our Breakout for Ben driving challenge which saw 37 teams and 136 colleagues travel as far as they could in 25 hours, driving a Ford Focus or Ford Tourneo vehicle.

The winners of the challenge made it to Vrtišće in Serbia, 1,243 miles away from Long Marston in just 25 hours. Collectively the team drove over 20,000 miles and raised over £116,000 for Ben, a dedicated automotive industry charity who actively supports the health and wellbeing of the **TrustFord** family.



## ■ MARCH NATIONAL LOCKDOWN

Like many other businesses, we experienced unprecedented times in March, when we went into a national lockdown seeing our sales showroom doors close. However, our service and parts centres were kept open to ensure key and essential workers could safely stay on the road.

Our front line colleagues did an amazing job in the fight against coronavirus by coming into work to support Key and Essential Workers. Here is an overview of the great work they achieved...

During the lockdown our mobile service operation prioritised NHS staff and Essential Workers' needs. Our fleet of mobile vans reached essential front line and individual needs from our hubs in Kent, Dagenham, Heathrow, Bristol, Birmingham, Manchester, Glasgow, Yorkshire and Northern Ireland.

The Dagenham Transit Centre mobile service team got this thank you after their Technician made a 140-mile round trip to support a

Colchester-based NHS nurse and keep her car on the road...

*"Thank you so much. It is a wonderful service and we really appreciate the help offered. Very nice of you to come out of your normal service area too."*

We also received this brilliant message from Tesco thanking our Fleet team for keeping their vehicles safe while on the road...

*"We are currently in a world that few of us would have thought we would experience and have to deal with so much uncertainty... Please pass on my thanks to your teams who are doing an amazing job ensuring we are able to get food and basic essentials to our communities in such trying and difficult times. They are showing such great*

*resilience and courage to support us and it is greatly appreciated."*

Our PartsPlus hubs reached out to their local NHS community nursing units and intermediate care teams offering free disposable seat covers. We offered, supplied and delivered the seat covers free of charge to help keep their staff safe and reduce the spread of infection.

Our **TrustFord** Group Facility Manager Chris Macken, used his 3D printer to help produce much needed protective face masks for NHS workers, in his spare time. Helped by his daughter and her boyfriend, Chris used the printer to build the frame of the mask, before fitting a clear plastic binding cover to the frame to complete each one. The masks were then trimmed by hand before



being wiped down and sent to the medical workers who need them. Through his production team's hard work, Chris supplied over 350 masks to NHS hospitals.



## ■ HOW OUR COLLEAGUES HELPED EACH OTHER

Our front line colleagues also went above and beyond to help and support each other, as well as our customers, during the pandemic...



Paul Johnson, at our PartsPlus Warrington site single handedly made the warehouse safe by marking out the one way systems and 2 metre

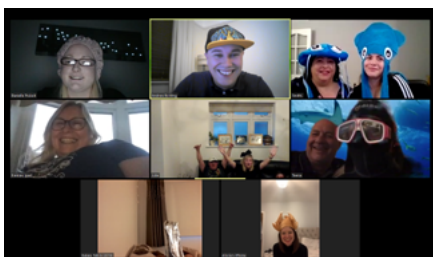
markings throughout the 50 thousand square foot building.

Matthew Kitson, from our Castleford dealership, showed great leadership skills and commitment to all **TrustFord** colleagues by responding to a large number of queries on the **TrustFord** internal colleague app. Matthew took it upon himself to answer as many queries as he could, as quickly as he could, which was very reassuring for all colleagues across the group.

**TrustFord** also had dedicated Health & Safety reps on every site who helped coordinate all social distancing measures, put posters and safety messages up across the dealerships and rearrange our showrooms and workshops to ensure both colleagues and customers feel safe.

## ■ HOW TRUSTFORD SUPPORTED OUR COLLEAGUES

During lockdown the board and leadership team worked hard to support all of our valued colleagues. To keep spirits up we hosted weekly quizzes and lots of fun competitions for all family members with opportunities to nominate colleagues to win prizes as a gesture of our huge appreciation.



## ■ HELPING GINGER 'DO THE 92'...

We're delighted to reveal that our support for the great initiative Ginger 'do the 92' on 13th December. Following a request from our Dagenham Accounts Assistant, we supported the 'Ginger' team in their efforts to raise money for the charity FairShare – which aims to ensure every child is able to enjoy a Christmas meal this winter.

Inspired by England and Manchester Utd striker and FairShare ambassador Marcus Rashford, the Ginger team aimed to reach all 92 football league grounds in Wales and England in as short a time as possible, collecting football memorabilia for auction from each club along the way.

**TrustFord** helped the team by supplying a branded van for them to use during the event and a significant donation towards their fuel costs.

**GINGER**  **FareShare**  
IN AID OF  
fighting hunger,  
tackling food waste  
**doing the 92**



## ■ TRUSTFORD EDGWARE HELPS MUSWELL HILL SOUP KITCHEN GET ON THE ROAD

A North London soup kitchen has been helped by **TrustFord** Edgware with the purchase of a new Ford Transit Custom Plug-in Hybrid. Muswell Hill Soup Kitchen which was first launched in 1994 provides food and live music for those in the local community in need of a hot meal or socialising.

Shortly after the charity was forced to close due to the Covid 19 pandemic, the team at the soup kitchen launched an appeal to raise funds to purchase a van to help run its day to day operations, delivering food being the top priority.

When the time came to purchase the van, **TrustFord** offered to lend its support and help them reach their fundraising target by providing the van at a heavily discounted rate and the sum was added to by a £1,000 donation from the **TrustFord** Trust to help support the charity's activities.

## ■ CUSTOMER BEN DONATIONS

Our generous customers raised over £10,000 for Ben so far this year by donating towards the charity when making a purchase. A huge thank you from all of us at **TrustFord** and Ben for your donations this year, it makes a massive difference to the charity who support the health and wellbeing of our colleagues.





### EASTER EGGS TO BEN

Our **TrustFord** family usually receive a chocolate egg at Easter as a thank you for everyone's hard work. Unfortunately this was not possible this year, so instead we made a donation to our charity partner Ben in the spirit of Care on behalf of the **TrustFord** family.

### TRUSTFORD GUERNSEY SUPPORT GROW LIMITED

Our Guernsey dealership recently supported Grow Limited, who raffled off a Fiesta ST-Line during their annual Christmas Fayre supported by Friends of Grow volunteers. This is the second year that **TrustFord** have been privileged to support the local Guernsey Charity, with the money raised going towards assisting with their services, redevelopment projects, rural occupational workshops and much more.



### TRUSTFORD CHARITY FISHING CONTEST IN SUPPORT OF CRUK

The annual fishing contest, in aid of Cancer Research UK, at Messingham Sands Fishery, Scunthorpe, now in its 6th year, brought together **TrustFord** colleagues, suppliers and customers to see who could reel in the biggest catch.

This year our 21 anglers raised over £3,600 and caught more than 1,400lbs of fish combined, with one member catching an impressive 136lbs 2oz.

### HELPING BEN IN THEIR TIME OF NEED

Following an appeal, in November, to the automotive industry by our charity partner Ben, the **TrustFord** Trust donated £20,000 to help them plug a £1m funding gap in this troubled time.

We were delighted to help Ben in their time of need, with many more of us facing difficulties at the moment, Ben have experienced a 50% increase in demand for their support services.

Our Chairman and CEO Stuart Foulds said:

*"As passionate supporters of Ben it's really important that we make this extra effort to support our charity partner. This donation is for all members of our **TrustFord** Family - past, present and future - that Ben will help."*

### BREAKOUT FOR BEN – ROAD TO ONE MILLION

Supported by **TrustFord**, our chosen charity Ben has announced their largest fundraising event to date...Road to One Million, the event will be held in February with a goal to reach £1m by the end of March 2021.

**If you would like to donate to Ben please visit their website**

[www.ben.org.uk/  
support-us/donate](http://www.ben.org.uk/support-us/donate)

