



2012

Corporate Social Responsibility Report



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Introduction

Allstate Northern Ireland (ANI) was founded in January 1999 and is a wholly owned subsidiary of the Allstate Corporation, the largest publicly owned Property and Casualty Insurance Company in the US. Allstate NI specializes in delivering high-quality, low-cost technology and business solutions to its parent company, the Allstate Corporation. Today Allstate has offices in Belfast, Londonderry and Strabane, employing over 1900 people, making it the largest IT employer in Northern Ireland.

Allstate NI is committed to responsible business practices, to community involvement – investing our time, talent and resources in the communities where we live and work, and investing resources for the long-term, in sustainable change.

Allstate NI (ANI) has built a culture of Corporate Social Responsibility (CSR) which focuses around our commitment to our community, our environment and our people.

Allstate NI doesn’t sell any of its services in Northern Ireland, its CSR programme allows the company to reach out to the community and engage with the friends and families of its employees and make a difference where it is needed. One of the major business benefits to the company of our CSR practices is the positive impact on our employees on many levels. Talent is the life blood of our organisation and it is important that employees are engaged and happy in their work.

The results of Allstate NI’s CSR programme speaks for itself:

- £84,840.78 raised for various charities in 2011
- Over 4,000 hours donated through volunteering including XtheTXT – Don’t Text & Drive Programme, Time to Read and Time to Compute, Special Olympics, Prince’s Trust
- 100% of the company’s electricity usage generated through renewable sources
- 2012 Translink Corporate Challenge Winner
- 2012 Belfast Telegraph Responsible Company of the Year
- 2011 Responsible Company of the Year awarded by Business in the Community

Allstate NI is Northern Ireland's most successful IT company, winning over numerous highly prestigious business awards including many for its CSR programmes and initiatives.

Awards and Recognitions

Our Community

2012 Winner - Belfast Telegraph Responsible Company of the Year

2011 Winner - Business in the Community Responsible Company of the Year Award

2006 Highly Commended - Belfast Telegraph Award Excellence in CSR

2005 Winner - Belfast Telegraph Award Excellence in Corporate Social Responsibility

2004 Highly Commended - Belfast Telegraph Award Outstanding Community Involvement

2003 Winner - Flax Trust Special Award Outstanding Community Involvement

Our Environment

2012 Winner - Business in the Community Ways2Work Award for inspiring examples of sustainable commuting and business travel

2011 Highly Commended - Business in the Community Environmental Improvement Award

2010 Platinum Environment Award - Business in the Community's ARENA Network

2008 Winner - Green Dragon Environmental Standard Level 2 ustry Federation

Our People

2011 Winner - Irish News Best Place to Work Award

2011 Champion Award - Irish News Workplace & Employment Awards

2011 Family Friendly Employer of Choice Award

2011 Highly Commended - University of Ulster Placement Employer of the Year Award

2011 Highly Commended - Business in the Community Employer of Choice Award

2011 Investors in People Health and Wellbeing Award - Belfast & L'Derry Office

2011 Investors in People Health and Wellbeing Award - Strabane Office

2010 Investors in People Silver Status - Strabane Office

2009 Investors in People Gold Status

2009 Winner - Irish News Best Place to Work Award



Letter from VP/CAO

Rose Kelly



At ANI we are not just about delivering an excellent service for our clients we also want to make a difference in Our Community, Our Environment and Our People!

Since ANI was founded back in 1998 we have raised money for numerous charities, donated countless hours to volunteering programmes, developed working policies to aid the health and well being of our employees; helped build the IT economy in Northern Ireland; made strides into reducing our impact on the environment and much more!

As VP I take great pride in our efforts, both as a company and as individuals. It is without doubt that I can say the benefits which will have been received from everything we have done over the years are insurmountable and will have made a difference to many.

However last year it was raised that while ANI is very good at doing the work the one thing we haven't done so well has been to share it with our stakeholders. So this, the inaugural ANI CSR report aims to inform our stakeholders of the vast array of activities and programmes in which we participate and to highlight our key achievements of 2011.

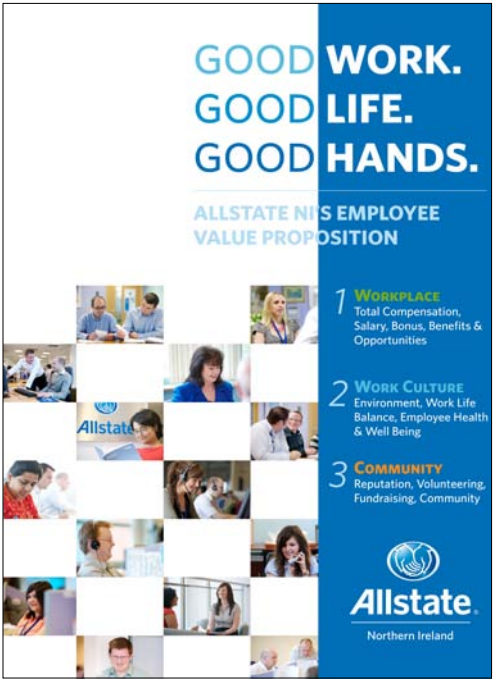
We have also established goals for 2012 for each of the three pillars, you can read more about these in the Goals Section, and I will report back next year on how we do.


Our achievements to date would not have been possible without our employees so I would also like to use this opportunity to say thank you for all your dedication, hard work and generosity over the years!

Employee Engagement

From its inception in 1999, Allstate NI (ANI) has built a culture of Corporate Social Responsibility (CSR) which focuses around our commitment to our community, our environment and our people. Management initially owned the CSR programme but as the company grew and the number of initiatives increased, employees were empowered to lead the committees below to make a difference in our local community:

- Belfast Charities Committee
- Northland Charities Committee (L'Derry office)
- Strabane Charities Committee
- Environmental Committee
- Community Reps at each location to encourage volunteering
- XtheTXT - Don't Text & Drive Committee
- Health & Wellbeing Committee





Our community covers all the donations and volunteering time given by ANI to charity be these local or further afield.

Our Community

Charity Donations

Our community covers all the donations and volunteering time given by ANI to charity. Each year our Charity Committees select dedicated charities and as a company we always aim to raise more money than in the previous year. In recent years there was a concern that the same charities were being selected year upon year, very worthwhile charities but it meant that some of the smaller charities weren't being considered. It was decided to build some leeway into the process, to allow the company to respond to more local and community related requests. This has been a great success as you can see in the charities listed below.

The charity committees also respond to catastrophes quickly and raised over £6,000 within 2 weeks for the DEC East Africa Appeal. The Charity Committees are responsible for managing themselves with a Chair, Treasurer, Secretary and committee members with very little management intervention unless a manager has volunteered to be on the committee.

Highlights from 2011 - Northern Ireland Stats

£84,840.78 raised by Allstate employees in 2011 across all 3 offices in Belfast, L'Derry & Strabane

Large donations included:

The Prince's Trust Million Makers Campaign - £12,188.27
Childrens MRI Scanner Appeal - £19,260.00
Cancer Research UK - £19,260.00

With smaller donations to:

DEC East Africa Appeal ,Mencap, Special Olympics, Children in Need, Help Billy Walk, Age NI, Drumahoe Community Playgroup, NI Children's Hospice, Little Orchids, Rainbow Rehoming Centre, Cystic Fibrosis Trust, Jack & Jill Community Playgroup, Action with Effect, Circle of Support, Donegal Scouts (Newtowncunningham), Foyle Hospice, Foyle Women's Aid, RNIB (NI), Southern Area Hospice Services, Live-On, NSPCC, Macmillan Cancer Support, Newtowncunningham School, Foyle Hospice, Chernobyl Children, Donegal Hospice, Children's Heartbeat Trust, Knights Wheelchair Basketball Club, Ballymagroarty & Hazelbank Community Group, HURT, Finn Valley Shotokan Karate Club, Sion Mills Swifts Ladies Team, 19th Donegal Scout Group, Action Duchenne Research, Belfast City Hospital - Cystic Fibrosis Unit, North-West Charity Show, Greenfield R.H.O.P

How did we raise £84,840.78?

You name it, we did it!

Here are a list of just some of the more normal fundraising activities our employees got up to as well as some slightly more unusual!

Requests for urgent donations from salary such as the DEC East Africa Appeal, mobile phone collection, letters from Santa to Allstate employees' children, donation of employee recognitions, coffee mornings - lots of them, Belfast Marathon, Le Tour de ANI (Sponsored Cycle), Big Prize Draw, Fireside Quiz, Man March (one for the men - beard growing competition), Book Sale, Badminton Tournament, Football Tournament, Give As You Earn Contributions (GAYE), Dodgeball Tournament, Special Olympics' Quiz, Children in Need Hamper, Charity Golf Match, Bake Sale, Toys for Tots, Sponsored Swim, Strictly Come Dancing, Sponsored Year Book, IT Training Courses with all sales going to Prince's Trust



Who said IT people were boring?

"This was my first volunteering experience with Allstate. It was great to join in the tasks - my idea of a good day out with the added benefit of helping others and paying something back to the community. The weather could not have been better and the Praxis staff were very informative and friendly making me feel at ease throughout the day." Bruce, Software Developer at BITC's Be a Saint Day

Volunteering

ANI has built an ethos of volunteering as part of its culture, for every hour of volunteered employee time donated, the company matches it. We support numerous community initiatives brought to us by employees and by other sources. We are also a member of Business in the Community and have supported many of their community projects including Be a Saint Day, Silver Surfers day, Time to Compute and Time to Read to name a few.

Over 4,000 hours donated through volunteering

Equivalent to £100k in salaries

XtheTXT - Don't Text & Drive Programme

900 hours of employee time committed in 2011/2012 academic year

BITC Programmes

Time to Read - 116 hours volunteered

Time to Compute - 300 hours volunteered

Special Olympics - 74 volunteers on Special Olympic Flag Day including our Managing Director

148 hours in total

Habitat for Humanity - 12 people x 2 days on the Templemore Build in Belfast

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Special Olympics

Allstate was part of the organizing committee for the Special Olympics Flag Day and it was agreed that Allstate and PricewaterhouseCoopers would provide volunteers for over 50 locations in Belfast for the Flag Day.

150 Allstate employees from all 3 office locations participated in the Special Olympics Flag Day on Friday 15th April 2011, contributing 2 hours each to raise money, equaling 300 hours on one day contributed!

Matt English, CEO of Special Olympics forwarded a letter to Bro McFerran thanking everyone at Allstate NI for their support on the Flag Day, he went on to say:

“We have never had so many volunteers out in force in Belfast and this was reflected in the amount of money that was raised in the city €23,000. This is €11,000 more than in 2010. Ulster alone raised over €88,986; an increase of over €16,000 euros on last year which is a fantastic achievement”.



Prince's Trust Million Makers Challenge

Million Makers challenges teams to turn a seed fund of £1,500 into a fundraising profit of £10,000 by coming up with original and inspiring enterprises and implementing them over a period of six months. Allstate NI was one of 10 teams in Northern Ireland taking part in the challenge including BNI Northern Ireland, Delta Packaging, Hewlett-Packard, Marks & Spencer, Northgate Managed Services, Parker Green International, RSM McClure Watters, ShredBank and Tughans as well as other teams across the UK to 'make a million'. All funds raised in Northern Ireland stay in Northern Ireland to benefit young people.

The Allstate NI Million Maker's Team raised over £10,000 through a number of initiatives including the Good Hands Academy training initiative, the publication of a Year Book and other fundraising activity within the relatively short period of time. The programme was a great success with 30 people signed up to Training Courses organized by the Good Hands Academy and 1500 Year Books produced with nearly £3000 of advertising generated by the team.

The team received support from a number of ANI suppliers who contributed to the Year Book either through advertising or donating raffle prizes: Bank of Ireland, United/Continental Airlines, Ramada Encore Belfast, Aviva, Mercer, Specsavers, TH Jordan, Gormley Opticians, Riversdale Leisure Centre, Bikedock, McConvey Cycles, Mahon Engineering, Cathal Patton Painting & Decorating, Shaun McCauley Sports Therapist, Spirit Health & Fitness, Barrhead Travel, Robert Spratt Carpets, A&R Graphics, National Trust, Translink, Fir Trees Hotel, Gentle Dental Care, Belfast Citigolf, Botanic Inns/ The Apartment, Emerald Isle Apartments, Spiceland, Strabane Golf Club, City Hotel Derry, Mount Charles/St George's Market Bar & Grill, Rainbow Telecom

X the TXT

Originally a US initiative X the Text is a campaign to encourage drivers to avoid texting while driving. Allstate NI have adopted X the Text and in 2010 Allstate NI started a new initiative, the X the TXT - Don't Text and Drive campaign in Northern Ireland, to educate young people on the dangers of texting and driving, in collaboration with DOE & PSNI. Allstate NI employees attend schools, colleges, and universities and engage students by asking them to play a driving game using a Nintendo Wii.

Students are then asked to try and text a message whilst driving with Allstate NI volunteers making them aware of driving distractions, the legal implications as well as the human cost of texting and driving. This then moved into a 2nd Phase of the initiative during 2011 with further promotion of this serious road safety message being delivered through the use of viral campaigns on YouTube and Facebook and promoted on CoolFM.

The project is endorsed and has been financially supported by both DOE & PSNI. The group also worked in conjunction with Banbridge DPP this year and delivered over 30 events in that area as well as another 70 events around Northern Ireland during the academic year!

“I quickly realized the benefits of this initiative and the value of the message being delivered to young drivers. It opened my eyes to the extent of the dangers of texting whilst driving and has changed my own view on the issue. There is a fun format to the events which always makes it easier to volunteer and I'm happy to be part of a campaign which could potentially save lives.”
Kieran, Software Developer



Be a Saint Day

An annual Business in the Community Event, this year the Allstate NI employee's task was to make a difference to the Praxis Health Care's Secret Garden in Hillsborough where volunteers got the chance to get their hands dirty with planting activities and giving the garden a bit of makeover.

“This was my first volunteering experience with Allstate and it was a belter. It was great to join in the tasks - my idea of a good day out with the added benefit of helping others and paying something back to the community. The weather could not have been better and the Praxis staff were very informative and friendly making me feel at ease throughout the day.” Bruce

Silver Surfers day

Silver Surfers' Day is a national day set aside to focus on helping the over 50s to have a taste of what the Internet offers and to help them gain the essential ICT skills to get started.

Over 1,100 seniors were assisted by 250 business volunteers in over 80 locations across Northern Ireland- that's almost 6,000 hours of training in one day. There was a great response from ANI employees who wanted to get involved from our Belfast and Northland offices. Mamatha Varra, Gary Corley, Anusha Garlapati, Paul Jordan & Annu Koshy volunteered at the Dungannon library.



"We drove in pouring rain from Belfast to Dungannon Library. We were greeted by friendly librarians with hot drinks & biscuits. There were a few silver surfers registered for the day. They were at different internet surfing levels, some were absolute beginners and we had to explain the mouse with 'tail' and show them the brain of the computer. Some were intimidated by mouse clicks. We had a good time explaining surfing in a non-intimidating way. All of the silver surfers had a great time; they made a really good effort in learning. They said they benefited a lot from this initiative. But all of them had a common complaint 'we want this more often; not just once a year'. We all enjoyed the experience, it was time and effort spent for the improvement of the local community. Well done Allstate NI for sponsoring the event." (Anna)

Time to compute and Time to read

Time to Read and Time to Compute are a unique set of award-winning mentoring programmes that link children at Key Stage 2 in primary schools (8-11 years of age) with an individual adult mentor who acts as a positive role model from the world of work. Allstate NI has been involved with Time to Read and Time to Compute for many years now with some employees volunteering repeatedly. Volunteers commit 1 hour per week during the academic year to the programme.

Prohelp at Agewell

ProHelp is a programme facilitated by Business in the Community that brokers the professional and business skills of Northern Ireland companies to assist the social and economic regeneration of communities. ProHelp is a national network of over 1,000 professional firms committed to providing free advice and support to local community groups and voluntary organizations.

The AgeWell project is aimed at improving the mental and physical health and wellbeing of older and vulnerable people in the Cookstown, Dungannon and Magherafelt council areas. The project aims to reduce poverty, isolation and fear among older people and to encourage more involvement in community activities.

A priority for the AgeWell team was to update and improve the call logging system for this service. A crude system was already in place but it badly needed updating to make it more user-friendly for the increasing number of staff and volunteers supporting the project. Allstate picked up this request and following an initial meeting with Owen Coogan and Brenda Hutchinson to discuss the project in more detail, the team got to work on providing AgeWell with a new call logging system for staff.

Marie Devlin, AgeWell commented: "We simply did not know where to even begin to overhaul our existing system. Having access to correct and up-to-date information on our member database is crucial in our line of work. Owen and Brenda have been very accommodating and have been on-site on a number of occasions now. Without the support we received through ProHelp, our system would not be ready to deal with the increase in staff numbers and system usage. A big thank you to Allstate for agreeing to support our request".

Support to our local economy


What we do

ANI is dedicated to developing the local economy and supporting the local IT industry with Bro McFerran, Managing Director, having received many accolades for services to the IT Industry in Northern Ireland including a CBE in the 2005 Queen's Birthday Honours List and an Honorary Degree of Doctor of Science from the University of Ulster.

Through our membership of Momentum we support The Bring IT On Campaign, which is aimed at encouraging more young people to consider a career in computing through the delivery of events to secondary school pupils in Northern Ireland to help to generate a positive attitude to the ICT industry. ANI support the Bring IT On programme by providing staff to take on the role of ICT Ambassadors at Bring IT On Events.

ANI has also built an association with various schools and universities in the local area offering students the opportunity for work experience programmes in a range of business areas.

In addition we provide employees to represent the IT industry at various events to provide guidance to companies on best practice.



While Allstate doesn't have factories or manufacture products we still believe we have a responsibility for the environment

Our Environment

What we do

While Allstate doesn't have factories or manufacture products we still believe we have a responsibility for the environment. We seek to comply with all relevant legislation and minimise our impact on the environment by:

- conserving natural energy sources & to help limit greenhouse gas missions – 100% of our electrical usage with Electric Ireland now comes from renewable sources, resulting in a reduction of our climate change levy with a saving of £15,000 per annum;
- water conservation to help preserve this natural resource;
- engaging in responsible waste management to limit our impact on landfill sites, while encouraging large-scale recycling – see sidebar (Bryson stats). ANI recycles its computers via the charity Camera for re-use in African schools. ANI encourages “think before you print” which has reduced overall use of paper leading to reduced costs for recycling and waste disposal;
- aiming to improve overall air quality by minimizing the consumption of fossil fuels and reducing harmful emissions through Greener Travel. The company operates a very successful Bike to Work scheme, a bespoke car share website for employees, interest free loans for travel fares and option to purchase bus tickets through the salary sacrifice scheme, Home working policy – some employees can spend half their working week at home, cutting down on harmful emission, Virtual links using telephone and video conference to reduce transatlantic travel & between offices in Northern Ireland;
- raising awareness of environmental matters amongst our employees.

The company does a substantial amount of recycling with Bryson each year which provides some savings in the amount of rubbish that goes to landfill. All of the strategies above contribute to Allstate Northern Ireland reducing its carbon footprint however the move to 100% renewable energy should make a considerable difference in the future and has already realized a saving of £15,000 through a reduction in our climate change levy.

Our Commitment to the Environment - some stats

- Environmental Improvement Award, Highly Commended - Business in the Community.
- The company has switched 100% of its electricity usage to electricity generated through renewable sources.
- 2012 Translink Corporate Challenge -WINNER - encouraging staff to give up the car in favour of public transport.

In 2011 our provider, Bryson House, recycled:

402 bags of our plastic bottles,

219 bags of our paper,

109 bags of our cans,

enough to divert 47commercial (1100 Ltr) waste bins from landfill or almost one 40ft container.

115 employees avail of interest free loans and tax breaks with their Bus and Train costs

550 bikes have been supplied through our cycle to work scheme

160 employees worked from home up to 3 days per week in 2011

70 members on our car sharing website

Our People

Talent is the life blood of our organisation and it is important that employees are engaged and happy in their work. ANI has been accredited with the Investors in People Gold Status representing achievement of world class best practice. ANI's people strategy takes into consideration 3 key areas:

Work Life Balance

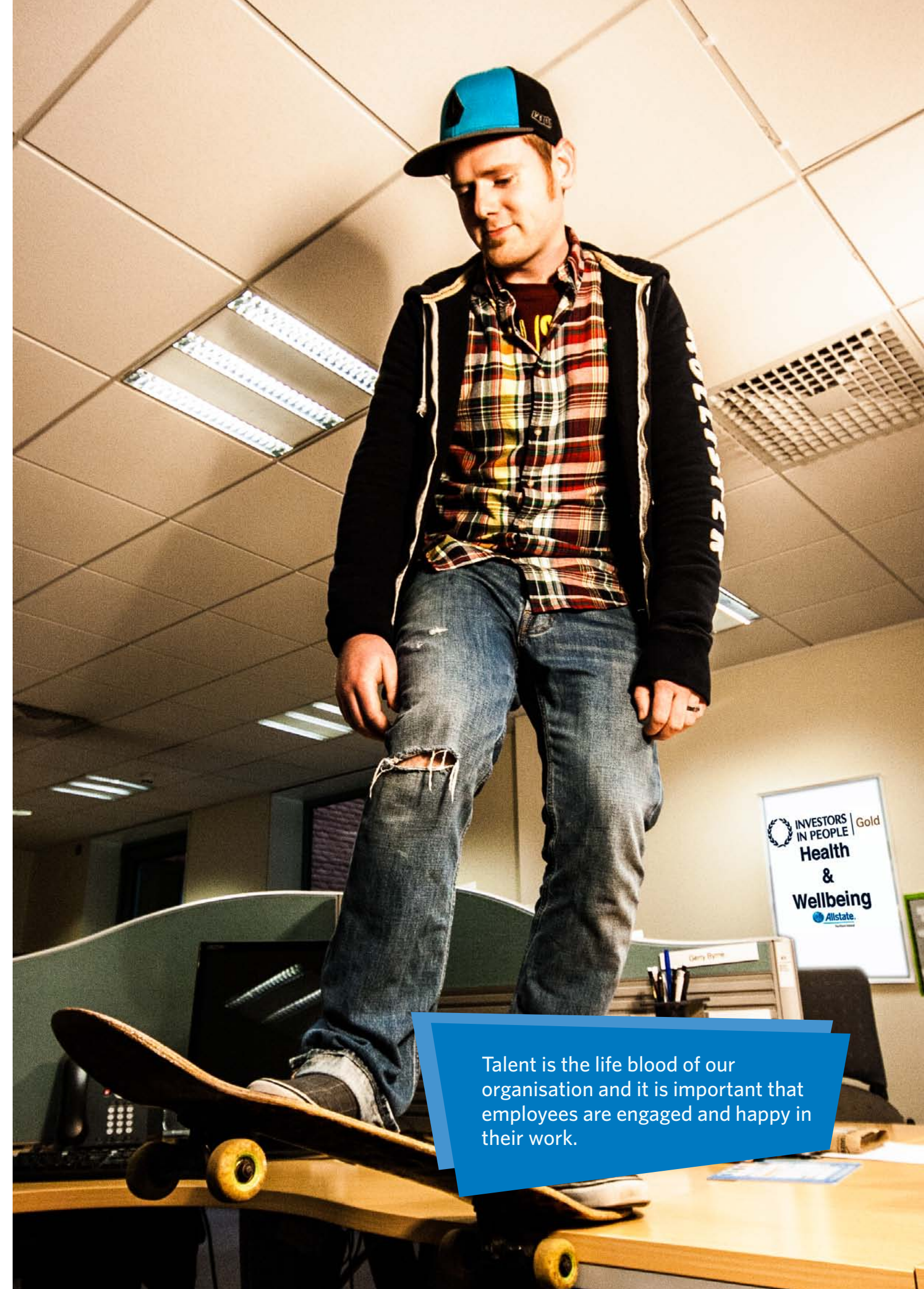
ANI promote a healthy work life balance by providing tailored working arrangements for employees through offering remote working; flexitime; condensed hours; and career breaks. We also recognise how hard it can be to manage work and family life so offer various family friendly working policies such as flexible working arrangements, child care vouchers and the buckle up baby programme. In 2011 we were awarded the Family Friendly Employer of Choice Award at the Childcare Works Awards.

Employee Health and Wellbeing Healthy

Employees are critical to ensuring we can deliver high quality work on time for our customers. To promote a healthier lifestyle we provide flu jabs to employees, various information sessions including NI Chest, Heart & Stroke advice, Quit to Commit — the smoking cessation class, weight loss programmes, Action Cancer, back care clinics and much more. Sports and Social committees are also run in each of the ANI offices to encourage employees to be active. Our competitive benefits package also includes Dental, Medical, Death in Service, Income Protection, Contributory gym membership, Eye care, Bonus of up to 6%, sick Pay Scheme and Company Contributory Pension scheme.

Diversity

At ANI we have a very diverse workforce, not restricted to representation of migrant workers, but extends to include a high representation of females in a male dominated industry, a high representation of disabled employees and a diverse age range which includes employees over the normal age of retirement. Many of our flexible working arrangements reflect the diverse nature of our workforce. Allstate is known both internally and externally as a great place to work, with training opportunities and work life balance for its employees. In the 2011 employees' survey, 86% replied that they felt a valued part of their team and 82% are proud to tell people that they work for Allstate.



Talent is the life blood of our organisation and it is important that employees are engaged and happy in their work.

Highlights from 2011

In 2011 we maintained our people programme for which we received numerous accolades including the Family Friendly Employer of Choice Award in the Large Private Sector Company at the Childcare Works Awards.



What we are going to do in 2012

We are going to initiate a new “Energy for life” programme which aims to promote healthy eating and a healthy lifestyle for employees. The programme already up and running in the US has been very positively received and we are hoping to achieve the same levels of success here in ANI – watch out for more on what it offers!

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