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Amberon TM | Community outreach donation sees youth sport become the beneficiary

Amberon TM has always been active in giving back to its community. However, when you operate from over 30 depots nationwide, that community is rather extensive. This is a scenario Amberon thrives in, with the opportunity to make a difference not just in one locality, but across the length and breadth of the UK.

As 2021 began, the company orchestrated a nationwide initiative to benefit the country's struggling sporting teams. With so many children unable to take part in their favourite sports locally, sports clubs are feeling the pinch of the pandemic, missing out on vital income through subscription fees, as well as food and beverages amongst other streams.



In January, Amberon asked each of its depots to nominate a sports team that have been struggling during the pandemic – and sponsor them £100 each, with the company then doubling that figure for donation.

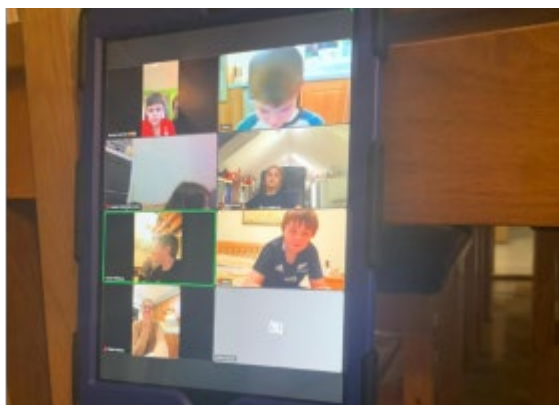


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Amberon invited employees from each depot to nominate a local children's sports team to receive a support sponsorship in order to encourage clubs to conduct some online training that allows children to remain part of a sports team during the lockdown – when normal training cannot take place.

Thinking Outside The Box

With the 'normal' training off the table, the training being encouraged wasn't necessarily designed to be the norm. Team building, fun quizzes, the rules or history of the game or a development of a normal session adapted to be indoors in the child's home.



The Process

Each Amberon depot was tasked with forming a submission entry on why the particular team has been nominated and how they will deliver the online training.

Dan East, Commercial Director commented: "At Amberon we recognise the vital role that children's sports teams play in both terms of children's physical and mental wellbeing and as key parts of the local communities.

"The lockdowns and restrictions that have come about due to Covid-19 have hit clubs hard and it is the children that are suffering these restrictions the hardest. And we want to help.

"We want children to have had some positive experiences during this latest lockdown so that they are still heavily invested in their clubs, their communities and eager to get straight back to representing their local clubs as soon as it is safe and permitted to do so."

Doubling Down

Delighted with the response and submissions of it's workforce, Amberon took the decision to double each depot donation, meaning a total of £200 has been donated to each club. A fantastic gesture, and a reminder that in these hard times that community spirit is alive and well.



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