



1st Coverall Supports Sunderland Community Transport Through Corporate Social Responsibility

About the organisation

1st Coverall is a leading provider of high-quality workwear and clothing solutions, serving a wide range of industries across the UK. Committed to making a positive impact beyond their business, the company regularly engages in Corporate Social Responsibility (CSR) initiatives that benefit local communities and voluntary, community and social enterprise (VCSE) organisations.

The offer

As part of their ongoing CSR efforts, 1st Coverall agreed to donate a range of premium workwear and clothing items to a worthy VCSE organisation. The goal was to support a group that would significantly benefit from professionalism branded clothing.

The offer from 1st Coverall generated a number of applications. Each applicant outlined how the workwear would directly impact their operations, volunteers, and service users. After a careful review process, 1st Coverall selected Sunderland Community Transport (SCT) as the recipient of the workwear donation. They provide low-cost reliable transport, to community groups and voluntary organisations in the local area. With a fleet of 3 accessible minibuses and a dedicated team of volunteer drivers, SCT plays a critical role in ensuring that people can access essential services, attend community activities, and stay socially connected.

Support Provided

1st Coverall supplied SCT with a range of branded workwear for their volunteer drivers. This included different sized embroidered polo shirts & hoodies all clearly marked with the SCT logo and designed to meet the demands of a mobile and community-facing role.

Impact and Benefits

The workwear will have a positive impact on SCT's operations and the broader community:

Professional Identity:

The branded clothing provides SCT drivers with a consistent and professional appearance. This uniform helps reinforce the drivers' roles as trusted representatives of the charity.

Passenger Confidence:

With branded workwear, passengers can easily identify SCT drivers, fostering trust and making it easier for service users—many of whom are elderly or vulnerable—to feel safe and supported

Outcomes

The collaboration between 1st Coverall and Sunderland Community Transport is a great example of how purposeful CSR can create lasting value. By providing high-quality workwear, 1st Coverall has not only enhanced the day-to-day operations of a vital local service but also contributed to the safety, dignity, and visibility of community volunteers.

Social Value donation £275

however the benefit to the community is far greater. It will enable SCT to use the funds to spend on more meaningful and impactful community initiatives.

Contact Us

For enquiries regarding Corporate Social Responsibility or social value

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Sunderland
VOLUNTARY SECTOR ALLIANCE

