

ETL Cares

Fundraising journey 2025





ETL Cares is the primary scheme set up to provide charity support, launched in 2025 to build on the success of our charity committee's work. Through the ETL Cares scheme we work with a focus charity each year, with volunteering and fundraising activities, to foster a strong relationship with the charity.

Fundraising journey with The Little Princess Trust

ETL's employee forum chose The Little Princess Trust as ETL's focus charity for 2025.

The Little Princess Trust provides free real hair wigs to children and young people, up to 24 years old, who have lost their own hair through cancer treatment or other conditions. They also fund childhood cancer research, searching to find kinder and more effective treatments.

Throughout 2025 we have held a range of fundraising activities; from a Walk for Wigs Summer challenge, to fitness events and staff led silent art auctions. Our staff had opportunity to visit the charity HQ for some volunteering which was an eye opener into all the hard work being the scenes. It has been a privilege for ETL to get to know The Little Princess Trust; their incredible team and the story of the charity's heart felt journey.

More about our fundraising journey so far with our 2025 focus charity, The Little Princess Trust is on the pages to follow.





Spring art auction

We kicked off our fundraising for the Little Princess Trust with our April Art Auction, where eight framed prints **raised £362** from generous bids made by ETL Staff.

“The art auction was a first for ETL and it was exciting to see the bids rise, knowing that all the funds would go to our focus charity, Little Princess Trust”

£362 raised + **£362** fund matched by ETL

£7000 target



£724

£362

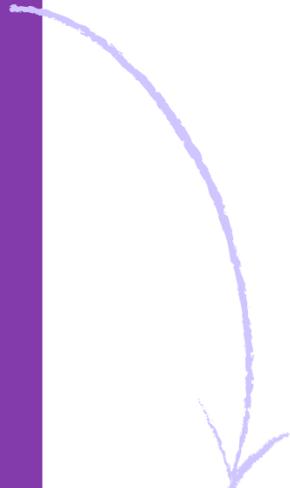


Indra's marathon

On 27th April 2025, Indra ran all 26.2 miles of the London Marathon. We were absolutely delighted that Indra raised over £1,200 for our focus charity in a fantastic sponsorship campaign!

£1,202 + £1,202
raised fund matched by ETL

£7000 target



£3128

£1926

£724
£362

“Together, we've raised vital funds for the Little Princess Trust. Knowing that our efforts will help provide wigs and support to children going through hair loss gave me the motivation I needed to cross that finish line.”





Summer raffle

Our Summer raffle raised a fantastic £1,132 in tickets; with prizes including, extra leave days, hampers and art work.

£7000 target

£1,132 raised

SUMMER PARTY RAFFLE

Tickets £2 each or £5 per strip

Tickets sold in the Spring on 5th June:
10:30 - 10:45
1:00 - 3:00

Prize draw takes place in the Spring at 3:30 on 5th June.

All funds raised will be donated to Little Princess Trust

PRIZES INCLUDE:

- 1 Extra Day's Holiday (5 prizes available)
- Amazon Vouchers (1 x £50 and 2 x £25 available)
- A Hamper of Goodies (2 x available)
- Little Princess Trust Goodies
- Framed Artwork (2 x available)

SUMMER PARTY RAFFLE WINNERS

Extra holiday prize
Andrew Williams
Chimanga Chansa
Seth Allen
Kevin Baldwin
Giles Ellis

£50 Amazon voucher
Martyna Gorniak

£25 Amazon voucher
Beth Badham
Marcela Kavcova

Hampers
Phil Langston
David Turner

Artwork
Aggie Loxston
Nigel Barnes
Steve Summers

Goodie Bag
Brittany Davies

Cash payments only please



£4260

£3128

£1926

£724

£362

Walk for Wigs Summer challenge



£2,500
raised

£7000 target
£6760

Over the Summer we set ourselves the Walk for Wigs challenge, asking staff to log their active travel distances with a 5000 km overall target (distance between Head Office, Hereford and newest office in Montreal). ETL pledged to donate £500 for every 1000 km logged. With so much enthusiasm, and incredible photos along the way, we walked 5,000 km and raised a huge £2,500 a whole one month ahead of schedule!

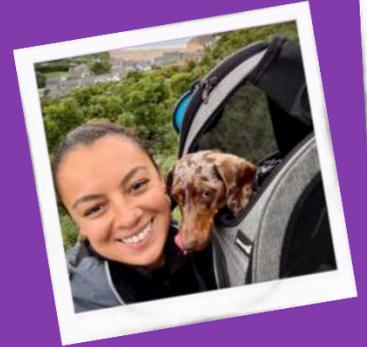
£4260

£3128

£1926



"Loved getting my steps in, exploring new places and helping raise money for The Little Princess Trust!"



£724

£362

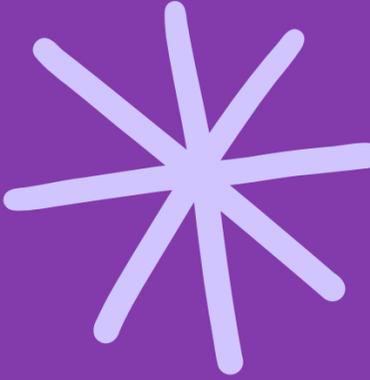
Volunteering days



"It was amazing to see what the Little Princess Trust has achieved over the past 20 years, and how they have helped thousands of children and young people. The fact that something so incredible has come from a truly heartbreaking situation, is a true testament to the whole team."



"Volunteering at the Little Princess Trust was an incredibly rewarding experience. It was inspiring to witness first-hand the impact of their work, seeing how they transform donated hair into real hair wigs for children and young people experiencing hair loss was truly moving. As the focus charity for ETL Systems, having the opportunity to support them gave me a deeper appreciation of the dedication and compassion that drives their team every day."



Volunteering days



“Visiting the Little Princess Trust was truly inspiring!

I loved that I could support a great cause by giving up a few hours in everything talent to make a real difference. Seeing the impact first-hand reminded me how small actions can have a significant effect. Proud to work for a company that supports good causes like this.”



“One of the highlights for me was watching a wig knoter in action, the intricate craftsmanship and attention to detail that goes into creating wigs for children is nothing short of extraordinary. The wigs create such comfort and confidence for children in the toughest of times. It’s an amazing charity!”



“Little Princess Trust is such an incredible charity, wigs made and styled for each individual. Keep up this amazing work.”



Little Princess Trust

The story of a **Little Princess**

Hannah Turple loved her hair. So when she underwent treatment for a Wilms tumour, the loss of her hair was especially traumatic.

When Hannah tragically died in 2005 her parents felt the most fitting tribute would be a charity dedicated to providing wigs, free of charge, to children who had lost their own hair due to cancer and other conditions.

The Little Princess Trust was born and the charity has since helped thousands of young people regain their confidence and identity by giving them a real hair wig.

Thanks to its huge family of supporters, The Little Princess Trust is also funding lifesaving research into childhood cancers.

For more information, call 01432 352359 or email info@littleprincesses.org.uk

Visit us online at www.littleprincesses.org.uk



Agata's hair donation



We'd like to give a huge shoutout to our newly-wed colleague Agata Slowik, who cut her hair after her wedding and donated it to The Little Princess Trust.

Agata kindly donated 13 inches of hair, which will help create a real-hair wig for a child or young person experiencing hair loss.

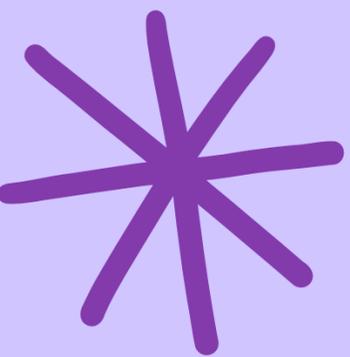


Tudor's hair donation



After learning that we were supporting this cause, our Summer intern, Tudor made the selfless decision to cut off and donate 15 inches of his hair to The Little Princess Trust, where it will be used to create a wig for a child or young person experiencing hair loss due to illness.

Thank you for your donation and supporting ETL System's focus charity!





Autumn Art Action

Our Autumn art auction was a huge success and it was wonderful to see a range of different styles from four of ETL's very own artists. The generous bids took our fundraising total above our target!

£347
raised

£7,107

£7000 target

£6760



£4260

£3128

£1926



£724

£362



“Thank you for all the bids from employees and to ETL's very own talented artists”

The Little Princess Trust Visits ETL Headquarters



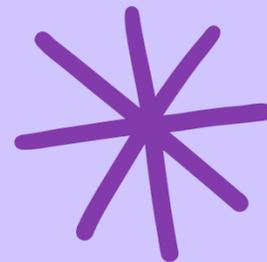
In October we had the pleasure of showing Little Princess Trust Co-founder, Wendy Tarplee and CEO, Phil Brace around our Hereford site. It was an amazing opportunity for our staff to meet people at the heart of this inspiring charity and to learn more about the work they do, whilst they see us in action.



“It was great to welcome Wendy and Phil to our Hereford head office, where they met with our Employee Forum and saw first-hand the fantastic efforts ETL teams have made to support our 2025 ETL Cares Focus Charity, The Little Princess Trust. Having nearly reached our fundraising target of £7,000 for the year, it’s been inspiring to see our people engage in so many ways, raising money, volunteering, donating hair, and showing genuine support for this incredible cause.”

It was also incredibly valuable to hear directly from Wendy and Phil about the vital work The Little Princess Trust is leading and supporting. We’re proud that our efforts can contribute to their mission helping to give hair and hope to children and young people facing cancer.”

Joanna Gower - Director of HR, People & Culture



Claudia's fitness fundraiser

On 7th December, Claudia Pereira from our Hook site took part in a Hyrox Race in London, pushing her fitness goals to the limit, whilst raising money for our 2025 focus charity, The Little Princess Trust!



"I got to the end in less than 2 hours!

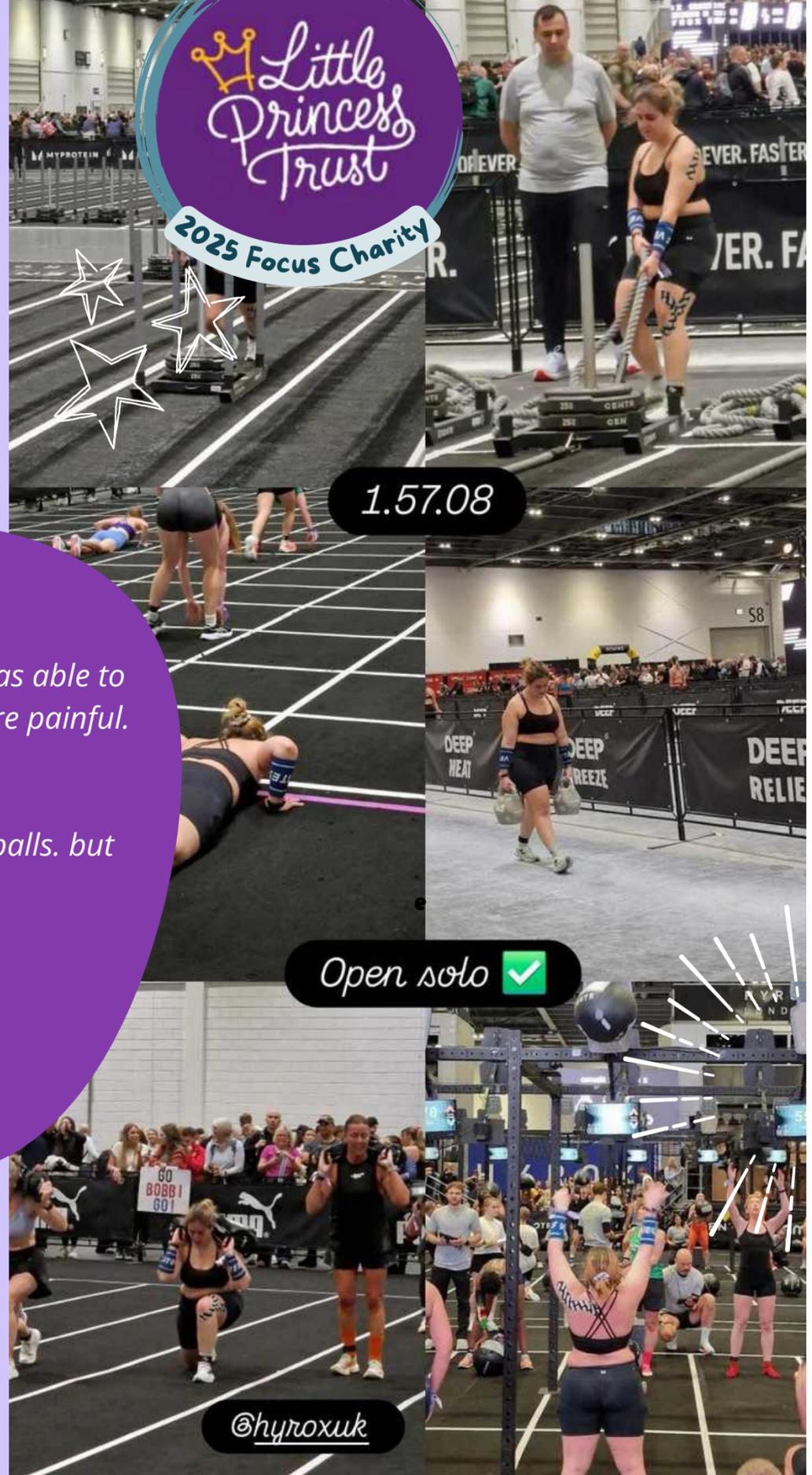
And even though I thought running would be a problem, it wasn't. I was able to run all 8 x 1 km without stopping, but the exercise stations...those were painful.

By the last station (wall balls) my legs were saying enough! I was wondering how I would be able to finish the race with 100 wall balls. but eventually I got there!

It was hard and that is for certain! But, I am very proud of myself for completing this challenge!

£230
raised!

Well done Claudia!
Thank you for sharing your fitness journey
and supporting The Little Princess Trust!



1.57.08

Open solo ✓

@hyroxuk

£7,337
£7,107
£6760

£4260

£3128

£1926

£724

£362



Barry's funky hair fundraiser!

Our Talent and Early Careers Business Partner, Barry Tapping stole the show at ETL's Funky Hair Fiesta Christmas Party with his bold hair transformation which raised an impressive £270 in sponsorships for the Little Princess Trust!



£7,607
£7,337
£7,107
£6760

£4260

£3128

£1926

£724

£362



FUNKY HAIR FIESTA

PUT ON YOUR WIGS OR FUNKIEST HAIRSTYLE AND SUPPORT THE LITTLE PRINCESS TRUST

FRIDAY 19TH DECEMBER 2025



Christmas raffle

Our Christmas raffle was a fun and festive way to start December, with popular prizes including an extra day's holiday for 2026!



Little Princess Trust Goodies

Little Princess Trust

£470 raised

£7000 target

£8,077
£7,607
£7,337
£7,107

£6760

Hamper of goodies

1 Extra Day's Holiday for 2026 x3 prizes

£50 / £25 Amazon vouchers



£4260

ETL CARES



£3128

£1926

£724

£362



Wrapping up the year

As well as being able to exceed our fundraising target, we have gained huge insight into The Little Princess Trust and the support and help that they give to children, young people and their families.

£7000 target →

£8,077
 £7,607
 £7,337
 £7,107
 £6760

THANK YOU!



£8,077
 raised
 11 wigs!

£4260
 £3128
 £1926



- Raffles**
- Walk for Wigs**
- Fitness fundraisers**
- Volunteering days**
- Art auctions**
- Hair donations**

£724
 £362



Charity and Fundraising Policy

ETL's Charity and Fundraising Policy outlines the framework that has been set up to support charitable causes; to ensure that charity engagement and fundraising activities associated with ETL are approved, encouraged and always in compliance with legislation.

