

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!

£1,200 + £1,200
raised fund matched by ETL

£7000 target

“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.”



£3128

£1926

£724
£362



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

£4260

£3128

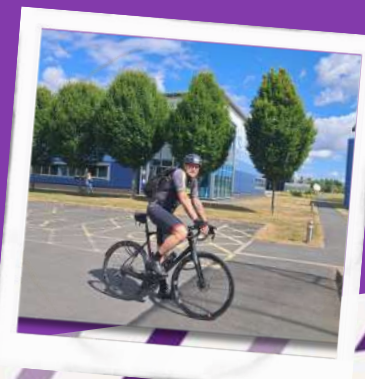
£1926

£724

£362



Walk for Wigs Summer challenge



£2,500
raised

£7000 target
£6760

Walk for Wigs

Dear ETL Staff

CONGRATULATIONS TEAM - we have walked 5,000 km and raised a huge £2,500 for LPT, one whole month ahead of schedule.

Thank you so much to everyone who has taken part - you've made such a difference.

Thank you and well done all!

ETL Cares Team

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.”



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

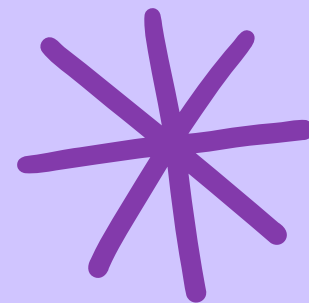


"Thank you for all the bids from employees and to ETL's very own talented artists"

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

Coming
Soon

Claudia's fitness fundraiser



On 7th December, Claudia Pereira from our Hook site will be competing in a Hyrox Race in London, pushing her fitness goals to the limit!

Over the coming months Claudia will be training for this event, building her strength and stamina, along with the sheer determination needed to compete in the race.

In setting herself this challenge, Claudia is raising money for our Focus Charity; The Little Princess Trust! If you would like to support Claudia and donate to this wonderful cause, please use the link to Claudia's Just Giving page:

<https://justgiving.com/page/claudia-pereira-hyrox>



What is involved in the Hyrox Race?

The race combines both running and functional workout stations, where participants run 1 km, followed by 1 functional workout station, repeated eight times.



How long have you been training for this?

I have been training for almost an year, with intensity increasing over time. I have 11 full weeks of training ahead that combine 2 Leg workouts, 2 Hyrox classes and 2 runs; one an interval run and another long run.



What is involved in the training?

Training is pretty intense. A lot of focus is on cardio and endurance - 8 km of running, with a functional station every 1 km. In addition, a lot of exercises are to prepare my legs for the race, especially the repetition of standard movements, e.g. wall balls, burpee broad jumps, sandbag lunges etc. Movements on the functional stations have to be done as per the rulebook, so training for this is also key.



What is best and worst part of this fitness challenge?

The best part is to training to complete the race in a good time. It is a mindset. I have a goal that I am working towards and seeing my progress is great! It's also an opportunity to meet people in the sport and learn with them . Alongside this, having the opportunity to raise money for LPT whilst doing it!

The worst part is the tiredness. I go to the gym everyday after work and have to train hard. Sometimes my body feels too tired for another day, but I have to keep pushing. It is just difficult to balance – work with training and the apprenticeship that I have also started. I have to be really focused!



Will you be ready for the race?

FOR SURE! It has been intense, but I can see how I have improved in one year. I will know for sure on 28th of September when I do a Hyrox Race Simulation at my local gym!

Coming
Soon

Christmas raffle



£7,107

£7000 target

£6760



hampers



holiday leave days



Vouchers



Surprise goodies!

All to be won in our
December raffle!

£4260

£3128

£1926

£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.

