

# The Appleby Vision for Corporate and Social Responsibility

Appleby is a leading business in the Isle of Man and, as such, we know it is important that we have an active corporate and social responsibility agenda. The Isle of Man has allowed us to thrive as a business, and we reciprocate through corporate social responsibility ('CSR') initiatives to support the promotion of the island as an attractive place to work and to do business. We are not alone in this and, of course, many businesses in the IOM have similar programmes.



By Faye Moffett,  
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**A**s a firm, we made a decision that our CSR strategy would focus on the areas of youth, education and sport. We have some long-standing structures in place to support this strategy.

The Appleby Charitable Foundation is a charity funded by the partners which, in addition to dealing with external requests for funding, is used to support our staff in raising funds for their chosen charities. We do not simply write cheques but instead match the fundraising efforts of our colleagues £ for £. This support reaches a wide spectrum of charities which go beyond our CSR themes, and ranges from helping the aged to animal welfare and environmental causes.

The Appleby Academy is a business competition we run in partnership with our Community Partner, Junior Achievement IOM. It is now in its fourth year and is aimed at upper sixth form students with a goal to give young people real life

experience of working in an international organisation. We provide mentors to the students who are tasked with coming up with a practical solution to a real business issue.

Both schemes not only have a positive impact in our wider community, but they also help to engage colleagues and foster a team spirit within the firm.

Our CSR initiatives are not completely altruistic. For us, having the opportunity to engage with young people who may eventually look for employment with us is critical and CSR therefore plays an important part of our recruitment strategy. Our strong law firm brand means that most young people understandably think that the only jobs available at Appleby are for lawyers. We are keen to show the diversity of the different roles within our firm and demonstrate that long and successful careers can be achieved in our business services functions. We need talented people in

our finance, human resources, IT, compliance, marketing, secretarial and facilities teams, and these team members are equally as important to the successful running of a law firm as the lawyers.

We wish to attract and retain the best people, and recent research has shown that for the Millennials, many of whom are now looking for their first jobs, an active CSR programme is an important factor in deciding upon an employer. The amount of enthusiasm and engagement of all colleagues in these initiatives amazes me, be they sponsored leg waxes, bake-off competitions or various sporting feats. People are becoming more and more creative about how they raise money for charity and the feel-good factor of getting involved has become an important part of our corporate culture and ethos. CSR encourages a cohesive and outward looking firm and, in addition to raising our public profile, I see it as a keystone to my vision as a business leader.