



Supporting the Local Community Policy

Purpose:

At Fulli's Wholesale, we firmly believe in the power of community and the positive impact that supporting local businesses can have. This policy outlines our commitment to the local community and explains why it benefits not only us but also our valued customers.

Our Commitment:

1. Local Employment:

- We prioritize hiring local talent. By employing staff from the community, we contribute to local job creation and economic stability.
- Our employees understand the community's needs and are invested in its growth.

2. Local Contractors and Service Providers:

- Whenever possible, we engage local contractors, service providers, and vendors for our business needs.
- By doing so, we foster collaboration within the community and strengthen local businesses.

3. Why Supporting Local Matters:

- **Economic Boost:** When customers choose us, they directly contribute to the local economy. Here's how:
 - **Multiplier Effect:** Money spent locally circulates within the community. Our revenue supports other local businesses, creating a positive cycle.
 - **Job Retention:** Local businesses employ local residents. By thriving, they retain jobs and enhance overall prosperity.
 - **Tax Revenue:** Local taxes fund essential services like schools, parks, and infrastructure. Supporting local businesses indirectly supports these services.
- **Community Well-Being:**
 - **Vibrant Neighbourhoods:** Thriving local businesses create vibrant neighbourhoods. They attract visitors, improve aesthetics, and foster a sense of pride.
 - **Social Fabric:** Local businesses sponsor events, participate in community initiatives, and build connections. They strengthen the social fabric.
 - **Environmental Impact:** Shorter supply chains reduce transportation emissions, benefiting the environment.
- **Resilience and Crisis Preparedness:**



- **Local Supply Chains:** Relying on local suppliers ensures resilience during disruptions (e.g., natural disasters, global crises).
 - **Mutual Support:** In challenging times, local businesses rally together to support one another.
4. **Cheaper Pricing for Local Businesses:**
- We offer discounted pricing to local businesses for several reasons:
 - **Mutual Prosperity:** When local businesses thrive, the entire community benefits. By offering cost savings, we encourage their growth.
 - **Long-Term Relationships:** We value lasting partnerships with local businesses. Supporting them financially fosters loyalty and collaboration.
 - **Shared Success:** As local businesses succeed, they refer customers to us, creating a positive feedback loop.
5. **Our Social Values:**
- **Transparency:** We openly communicate our commitment to the local community.
 - **Collaboration:** We actively seek partnerships with local organisations, schools, and non-profits.
 - **Giving Back:** We allocate a portion of our profits to community initiatives, charities, and local causes.

Conclusion:

By supporting local businesses, we create a stronger, more resilient community. We invite our customers to join us in this endeavour, knowing that their patronage directly benefits their neighbours, friends, and fellow stakeholders. Together, we build a thriving local ecosystem.