



# More than business: 140 years of supporting Jersey

**Alex Picot Trust** reflects on the team's CSR activities in 2025, as it celebrates 140 years in business

As Alex Picot Trust marks 140 years in Jersey, we have spent much of this year reflecting on what it means to be part of the Island's story.

Longevity brings perspective: our predecessors built a firm that has always been rooted in the community around it, and our aim is to carry that responsibility forward. To keep earning our place in Jersey's future, we know we must continue supporting the Island and the people who make it what it is.

That belief shapes how our teams approach community involvement. CSR here isn't a box-ticking exercise; it's driven by the people who live, work and raise their families in Jersey. Throughout 2025, colleagues have continued to find practical, meaningful ways to contribute – whether through volunteering hours, fundraising or simply turning up to support local initiatives.

This year saw us work with more than 15 Jersey charities and community groups, a mix of long-standing relationships and new causes. One of the most memorable early-year moments came during International Women's Day when a group of our male colleagues agreed – some more willingly than others – to have their legs waxed to raise funds for Freeda. The light-hearted challenge raised vital funds to support those affected by domestic abuse in Jersey.

Environmental projects have also played a key role. A number of staff volunteered with Jersey Trees for Life, helping with woodland management and tree planting. The experience also strengthened our own internal CSR group's commitment to supporting practical, local work that benefits the Island's future landscape, and we look forward to further volunteering sessions through The Greening Jersey Trust next year.

We have continued to encourage opportunities for young people too. By supporting Jersey College for Girls' LEAP project, we helped provide opportunities for young people to explore leadership and entrepreneurship. Our involvement aims to empower students and support the development of skills and confidence that will benefit Jersey's future talent.

A tradition that remains close to our hearts is the Jersey Swimathon. Our team first took part in 1978 and, 47 events later, the enthusiasm hasn't faded. Alongside the swim itself, staff run an internal fundraising event to boost donations. One director summed it up simply, saying: "Taking part brings people together for something that matters, and that's why we keep doing it."

Autumn saw the return of one of our favourite annual rituals: packing shoeboxes for the Rotary Club de la Manche's Christmas Shoebox Appeal. Every October, the



office transforms into a small production line of elves. The boxes make their way to children across Eastern Europe – an act that reminds us how far small gestures can travel.

Health and wellbeing initiatives have always been a key focus. Our annual "Step Challenge" supports Jersey Stroke Support, with staff collectively passing 17 million steps, translating into a donation for the charity. Having team members closely connected with the charity helped bring real meaning to the effort, reinforcing why supporting local organisations remains so important to us.

"Supporting a charity that genuinely improves the lives of Islanders is something we value highly. It's a reminder of the positive impact we can have when we come together as a team," said director Chris Cotillard.

Looking back on 2025, what stands out is continuity: long-standing commitments alongside new initiatives, all driven by people who care about their community. Our CSR story is not new; it builds on the values that have guided the Alex Picot Trust for generations.

As we look to the years ahead, our focus remains simple – to continue being part of Jersey's history by playing an active role in its present.

