The Big Business & Charity Breakfast

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We work with many smaller charities, not only assisting with financial and tax compliance matters, but also with other areas of operational support such as HR and IT.

To find out how we can help call 020 7388 2444 and speak to Julian Flitter, or email smallcharities@goodmanjones.com, for an initial consultation without charge.

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Welcome to Small Charity Week 2014
The Big Business & Charity Breakfast Guide to Developing Business Relationships

Small Charity Week takes place each year in June to provide charities with an income under £1.5 million with a platform to engage with the public, meet with businesses, get free support and advice from experts, find volunteers, raise funds and engage with influencers and policy makers. The week is packed with free events, activities and initiatives. We are incredibly pleased to be able to run a Fringe Event at the Evolve Conference. Thanks to Goodman Jones who are sponsoring I ♥ Small Charities Day of Small Charity Week 2014 and to NCVO for supporting the event. The Guide to Developing Relationships with Businesses is a unique insight into what the CSR professionals on the Panel today are looking for when they engage with the Charity Sector. We want to thank Credit Suisse, Experian, Legal & General, Sainsbury’s and Shoosmiths LLP for contributing to this guide. We hope you find the guide useful.

The FSI Small Charity Week Team
Corporate Fundraising: An Introduction

In the current economic climate, small charities have to diversify their income and ‘get creative’ as they look for new and more innovative ways to work with businesses. Persuading a business to part with money, even for a good cause is harder than ever before. So how can small charities compete for this source of income from the larger and more recognised charity brands?

More and more charities are getting involved with innovative corporate fundraising events or creating their own to boost their corporate presence and ultimately, their visibility to the public. We believe at the FSI that securing long term support from businesses requires small charities to go beyond the usual, and most importantly, identify those businesses who would have good reasons to support their cause.

There are many different ways that charities can engage with companies, many which don’t include a cash donation. Support including staff time, access to expertise, new contacts, Gifts in Kind or a new fundraising audience can be just as valuable in supporting our organisations.

So before approaching them for support make yourself aware of what you can offer them in return, so the transaction is one of mutual benefit. Corporate giving is strategic giving with benefits being sought by the company too, such as increased sales, brand differentiation, enhanced image, improved employee recruitment, morale and retention, a broadened customer base, and the ability to reach new customer markets - and in some cases access to the knowledge your charity has gathered on the cause you seek to address.

The following pages full of real life examples will help you prepare your strategies before engaging.
Credit Suisse
Clare Irons, EMEA Corporate Citizenship

When we look to build a relationship with charities we want to engage in a true partnership, a win/win for both Credit Suisse and the charity. We want both organisations to achieve their goals and deliver against their stated mission and vision.

To make this happen you have to be able to have an honest and open dialogue, this is absolutely key to success.

Playing the long game and developing a relationship with a potential partner is a real art. The charities we have worked with spent several years getting to know us and understanding our aims and objectives. They only came to us with an idea when they felt it was the right one for us. Through our relationship with a leading disability charity, we funded a local pilot programme that will hopefully be rolled out nationally. There were certainly challenges along the way, but the charity was open about these and we spoke regularly and were kept in the loop.

We understand that projects don’t always go to plan (particularly pilots), but the learning and challenges faced are just as valuable as a project running smoothly first time.
Sainsbury’s - Sainsbury’s Community Affairs team

Corporate relationships with charities work best when a charity has done research into our company values and there is a natural synergy and business case for the charity and the corporate to work together. Developing mutual respect - sharing knowledge and skills and helping to promote each other through a sustainable partnership, with the aim to avoid the culture of dependency is the key. Clear and regular information sharing results in mutual expectations being met.

Sainsbury’s is keen to work with charities delivering local impact, our partnerships are based in the UK and our corporate value of making a Positive Difference to our Communities is all about supporting the communities in which we serve and adding value by thinking outside of the box and not just supporting financially.

The relationship between Betel of Britain and Sainsbury’s is a great example of a partnership that works well. Betel are a medium sized charity and work with a number of our stores in the Birmingham and Wolverhampton area as well as our central team. The reason why this relationship works so well is that Betel’s model is self sustaining and we support them in lots of different ways without actually providing funds or grants. For example, through our Local Charity scheme they benefit from surplus food donations, fundraising events and sharing the skills and training.

Betel and other case studies are on our Live Well for Less website, these examples will give charities attending this event a good insight into a successful Local Charity Partnership with Sainsbury’s. [www.sainsburys-live-well-for-less.co.uk/products-values/good-causes/local-charity](http://www.sainsburys-live-well-for-less.co.uk/products-values/good-causes/local-charity)
When we are approached by a charity, the first thing we ask ourselves is, is there an actual need for what the charity is doing? This might sound a bit mad but experience has shown us that some charities will scramble around looking for projects for us to work on or fund – or both. We love to build a relationship with charities who would genuinely benefit from a relationship with us so we look at projects that will help the charity to further their sustainability with a view to them being in a position where they don’t need our support anymore.

A good example was a charity in Nottingham who came looking for £7,000 to provide household goods to their service users. After talking with them we realised that they needed this support year on year. So we worked with them to develop a plan to see how this project could become self-sustaining and less reliant on company donations in the future.

With funding from Experian they were able to get their plans off the ground to set up a food store and social enterprise. We provided a team of Experian Volunteers to work with them to transform a unit they had secured into a food store and social enterprise. Our support didn’t end there - we provided volunteers and regular food and clothing donations. The food donations go to the people who need it most and the clothing is either handed out or sold for money to pay for the goods they originally came to us for funding for.

If we gave one tip to charities we would say be transparent about what you need and be flexible about the way you work with a business. When we are able to see the charity’s drive and determination and can see a way for our volunteers to help then we are more than willing to do so. But we have to be honest with charities and say that we can’t always guarantee that our staff will want to volunteer and they have the final word on which projects we support.
I need charities to help me pass the Ronseal Paint Test i.e. It does exactly what it says on the tin! It shouldn’t require explanation to the outside world why there is a natural fit between a company and a charity. My particular favourites are The RNLI and Yamaha (big engines needed to rescue people at sea), Samaritans and Network Rail (the true human and economic impacts of suicide on the rail network) and British Red Cross and Land Rover (getting aid and expertise into hard to reach parts of the globe) and finally Sail 4 Cancer and Neilson Active Holidays (jointly providing respite for people with cancer and those just simply needing a break).

Think like a company when approaching them. If you were considering which charity to work with you would ask yourself; “How is working with this charity and their knowledge and expertise going to help us as a business to either a) Improve knowledge within the business to change its behaviour or b) help my employees do something about a worry that employees have when the walk in the door in the morning”.

You might also like to think of a scenario to help target who to work with. If your charity were the research and development arm of a company whose R&D arm would you be? Think about your knowledge, expertise, what you are good at and also think about whose risk you mitigate or whose brand you could enhance with yours.

The last tip is who do you pick up the phone to in the company? Do you speak to the foundation or the CSR professional? You need to call the person whose business problem you are solving

- If you are helping a business with a risk they have try their PR team
- If you have an opportunity around their markets call their head of sales
- If you think you can improve customer service with your expertise and training call their head of ops.
(1) **Stand out during charity tender pitches.**
- Propose projects with tangible outcomes that would have not have occurred without Shoosmith’s involvement.
- Perform consistently well during the selection process, including tender response, answering presentation brief, showing understanding of company’s business goals.
- Demonstrate how partnering with charity would be beneficial to Shoosmiths.
- Be ready to answer all questions posed, so you don’t not appear to be unprepared.
- If say, four people represent the charity, ensure all contribute to the presentation, Q and As etc. One attendee should be the colleague who would account manage partnership.
- How will your pitch stand out compared to others presented to the assessment panel?

(2) **Help Shoosmiths colleagues avoid fundraising fatigue!!**
- Ensure events are simple and fun, easy to organise with participants benefiting from the experience – enjoyment or otherwise.
- We like cake but we also like the chance to do something not involving cakes!
- We have organised many activities so bear in mind your innovative idea has probably been done before! Think of new twists and be adaptable.

(3) **Build an enduring relationship**
Corporate charity partnerships are not the sole way to work with a firm like Shoosmiths and of course all funding partnerships are finite. True partnerships do not have an end date if there is sufficient alignment and momentum between the two organisations. So…. 
• Research the company to understand how you have the opportunity to support Shoosmiths’ CR goals. What targets are there, is volunteering encouraged, is pro bono support provided, are there local opportunities for parts of the Shoosmiths business to partner with the charity, what commercial opportunities are there?
• Demonstrate the impact of efforts, not just the outcomes so Shoosmiths colleagues can be shown the results of working so hard to support the charity. Stay in touch.

(4) Ask for help
Do not be afraid to say you lack corporate relationship experience and demonstrate that with our help and support you could implement a successful relationship with Shoosmiths.

(5) Ideas for working with Shoosmiths
Check out our corporate responsibility programme on our website including our annual CR reports and our CR blog SHOUTback here: http://www.shoosmiths.co.uk/about-us/corporate-responsibility-252.aspx

In Conclusion
We hope this Big Business and Charity Breakfast Guide has been useful in providing an insight into developing relationships with businesses.

If you are a small charity (annual turnover of less than £1.5M per annum) and would like further support, the FSI provides training on a range of fundraising methodologies, including Developing Corporate Relationships which is free for your charity to access. See www.thefsi.org for further details.
FUNDRAISING QUALIFICATIONS
DELIVERED BY THE FSI AND ACCREDITED BY PEARSON

BTEC Level 3 Diploma in Fundraising Practice £1,900 per person
BTEC Level 3 Certificate in Fundraising Practice £1,180 per person
BTEC Level 3 Award in Fundraising Practice £360 per person

Learner Benefits
• Gain a flexible, transferable, nationally recognised qualification tailored to your role and aspirations
• Develop and consolidate your fundraising expertise
• Access practical, relevant taught sessions that draw on the FSI’s experience in all major fundraising disciplines

Charity benefits
• Equip your fundraisers with the skills needed to build sustainable income streams
• Demonstrate your commitment to staff development to ensure that you attract and retain the best talent
• Get ready to maximise fundraising opportunities by securing income from a diverse range of sources

www.thefsi.org/services/training/accreditation
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