

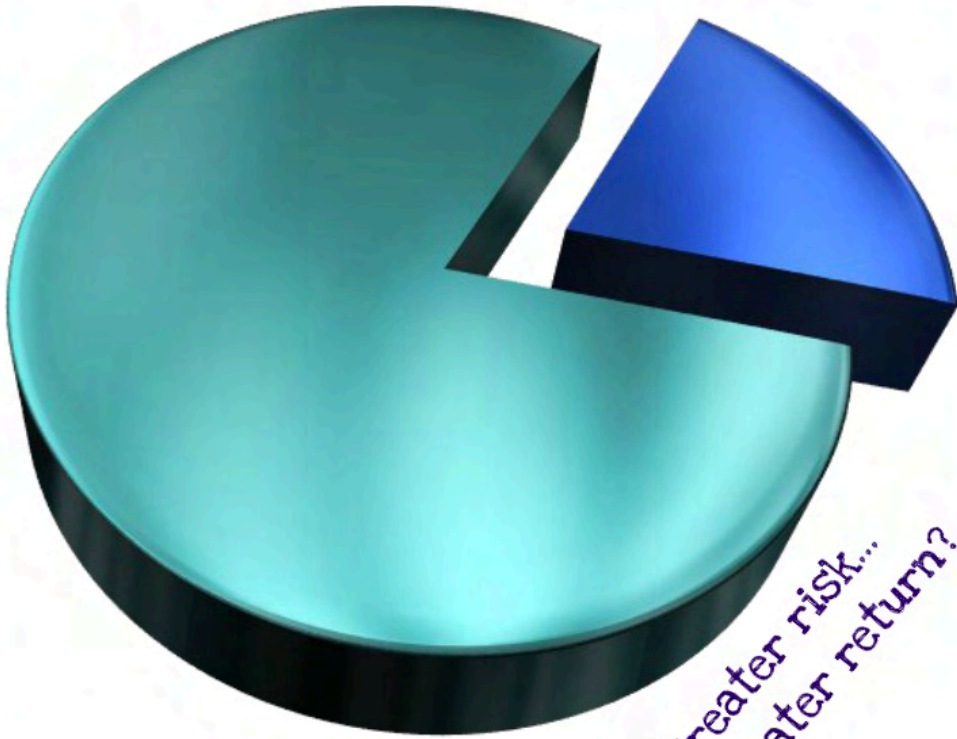


Tony Jenkin Jones



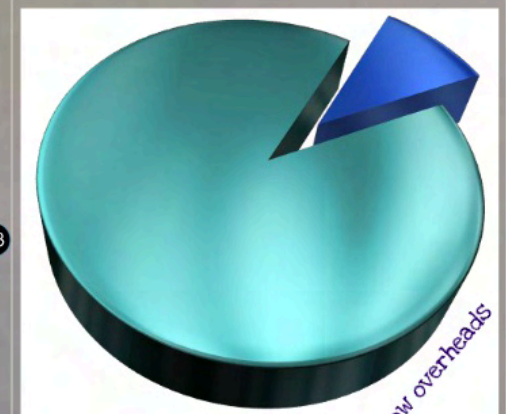
Keep overheads to a minimum





● Fundraising ● Your cause

Greater risk...
greater return?



● Fundraising ● Your cause

Low overheads

Responsible business... Why bother??

17

18 The UK is 24th out of 29 countries in the child wellbeing league, just ahead of Lithuania, Latvia, Romania, Bulgaria and Malta

19 There are 370,000 households where no one has ever had a job

20 96% of children attending independent schools go to University compared to 16% of pupils eligible for free school meals, for care leavers it's less than 5%

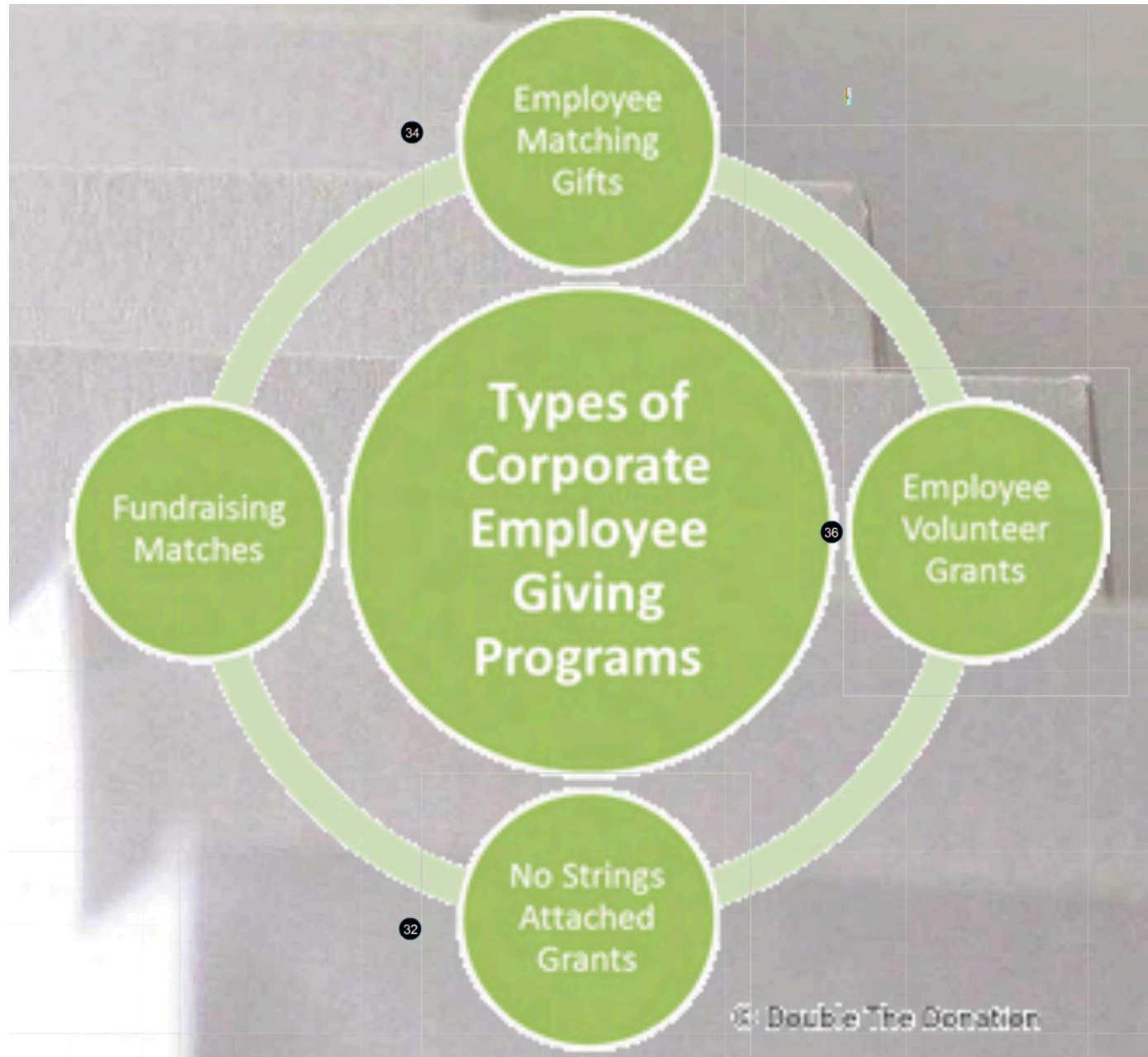
21 Life expectancy gap between rich and poor areas of Glasgow is 28 years

23 What is CSR?

24 Corporate Social Responsibility?

25 Responsible business practice





Employee Matching Gifts

Fundraising Matches

Types of Corporate Employee Giving Programs

Employee Volunteer Grants

No Strings Attached Grants

Double The Donation

BREAK
OUT

1



Think of a particular business that you know

What is the differences between
SME & large corporate

who are they
what do they do
what is the CR strategy
why do you think



edf
ENERGY



**AWARD
WINNER
2012**

**BUSINESS IN THE
COMMUNITY**



BELU

MADE WITH MINERAL WATER AND ETHICS

The WaterAid logo features a blue water drop icon to the left of the word "WaterAid" in a bold, black, sans-serif font.

Andrew Cook, Deputy Chief Executive at WaterAid says:

"Belu has a proven commitment to supporting clean water projects and we are delighted that they have now chosen WaterAid to be their exclusive charity partner.

The money raised by Belu will help us transform lives in some of the world's poorest communities enabling us to reach over 20,000 people with safe water, sanitation and hygiene. With Belu water available at a wide range of restaurants, hotels and venues across the UK, the partnership also offers us the opportunity to raise awareness of our vital work and reach new supporters. We're very much looking forward to working with Belu on this exciting new partnership"

BREAK OUT 2



What is your offer?

- If you can, link to the last business
- What do they want
- How can you meet their need
- How can they meet your need
- What will make it a sustainable partnership

