

Corporate Fundraising Demystified

Webinar: 17 July 2024



Corporate Fundraising Demystified

- Welcome & introductions
- Housekeeping
- Introduction to corporate fundraising



Introduction: Events & funding team



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What is corporate fundraising?

“...to initiate, develop and retain relationships with businesses that maximise net income for the charity and, where feasible and desirable, generate additional opportunities and benefits for both parties.”

(pg. 9, [Corporate Fundraising and Partnerships, 5th Ed](#),
Directory of Social Change, 2017)



“Sunlight No. 1”, sponsored by Lever Brothers



Introduction to corporate fundraising

'FUNDRAISING'	vs	'PARTNERSHIPS'
Money		Mission
Short term		Long term
Asking		Offering
Solutions		Problems
Quantity		Quality

<https://www.remarkablepartnerships.com/whats-the-difference-between-corporate-partnerships-and-corporate-fundraising/>



Corporate partnerships – ‘giving’

Can include many different forms:

- Donations / match funding
- Project sponsorship
- Staff fundraising
- Employee involvement and volunteering
- Gifts in kind
- Charity of the Year



Introduction to corporate fundraising

Successful corporate partnerships bring a multitude of benefits:

- Funding
- Expertise
- Enhanced PR
- In-kind support / gifts



Useful links

- [Chartered Institute of Fundraising](#)
- [NCVO](#)
- [Charities Aid Foundation \(CAF\)](#)
- [Third Sector](#)
- [Charity Excellence](#)
- [S3 Solutions](#) – 5 steps to develop a corporate fundraising plan
- [Bright Spot](#) – fundraising blog, resources and training
- [Culture Hive](#) – NCVO resource sheet



Useful links

Some examples of corporate funders from general Google search:

- Aviva <https://www.aviva.co.uk/services/more-from-aviva/aviva-community-fund/>
- Miller Homes (Scotland specific) <https://www.millerhomes.co.uk/corporate/community-fund.aspx>
- CoOp https://causes.coop.co.uk/?utm_source=vanity&utm_medium=direct&utm_campaign=redirect
- Greggs <https://www.greggsfoundation.org.uk/news/new-look-community-grants-programme>
- Arnold Clark <https://www.arnoldclark.com/community-fund/our-communities-support>
- Saffron Building Society <https://www.saffronbs.co.uk/saffron-community-fund-2024>
- Worcester Bosch <https://www.worcester-bosch.co.uk/about/CSR/community>
- Wards of Kent estate agent <https://www.wardsofkent.co.uk/about-wards-of-kent/giving-back/>
- Luton Airport (2023 fund) <https://www.london-luton.co.uk/corporate/community/community-trust-fund>

Useful grant finding services:

- <https://www.charityexcellence.co.uk/free-grant-funding-finder-directory/>
- <https://www.thecharityknowledgehub.co.uk/finding-funding>



The logo for The Lewis Foundation, featuring a red splatter graphic with the text "The Lewis Foundation" in black.

The Lewis Foundation

Over to Lorraine Lewis, CEO of The Lewis Foundation



Why do organisations support community groups and non-profits?

Sarah Fatica

Director of people & funding, Community Rail Network



Corporate giving – a concept

- Corporate 'giving' has been around for a long time
- Continues to develop and progress - now plays a key, strategic role in business development
- Corporate Social Responsibility / Social Value programmes and strategies
- Increasingly important due to public concern over issues such as climate change; social inequality and ethical business practices
- All businesses can enact positive change (no matter their size)



Why do companies give to non-profits?



“Corporate social responsibility creates a competitive advantage, raises brand awareness and helps businesses develop trust with shareholders, customers and employees. Demonstrating that companies, customers and communities can thrive together is a powerful advantage”.

(The Giving Machine, [Corporate Social Responsibility and Environmental, Social, and Governance - A Simple Guide](#)).



Why do companies give to non-profits?



Companies are able to make a big difference on a national scale, but they can also realise the benefits of helping the local community and there is a clear demand for action from consumers.

69% of the public believe businesses have an obligation to support the local communities in which they operate*.

*Charities Aid Foundation's research with YouGov, polling 1,007 adults (16yrs+) between 14-23 September 2022, <https://www.cafonline.org/giving-as-a-company/corporate-giving>

Why do companies give to non-profits?



- Increase their reach
- Demonstrates impact
- Supports income generation
- Links to other strategic objectives



Examples of partnerships

- **Cause:** National road safety charity:
- **Need:** Project sponsor for an educational road safety walk (engaging schools nationally)
- **Partner:** Large supermarket chain
- **Alignment:** CSR objectives included promoting healthy lifestyles and local community engagement at store level. Also operated large fleet of vehicles on the roads.
- **Benefits:** Branding on resources to schools/parents; media coverage (mentioning funder); store/community engagement – store ‘community champions’ pro-actively signed up local schools and helped with the organisation of the event; staff involvement (volunteering opportunities) and improved community connections.



Examples of partnerships

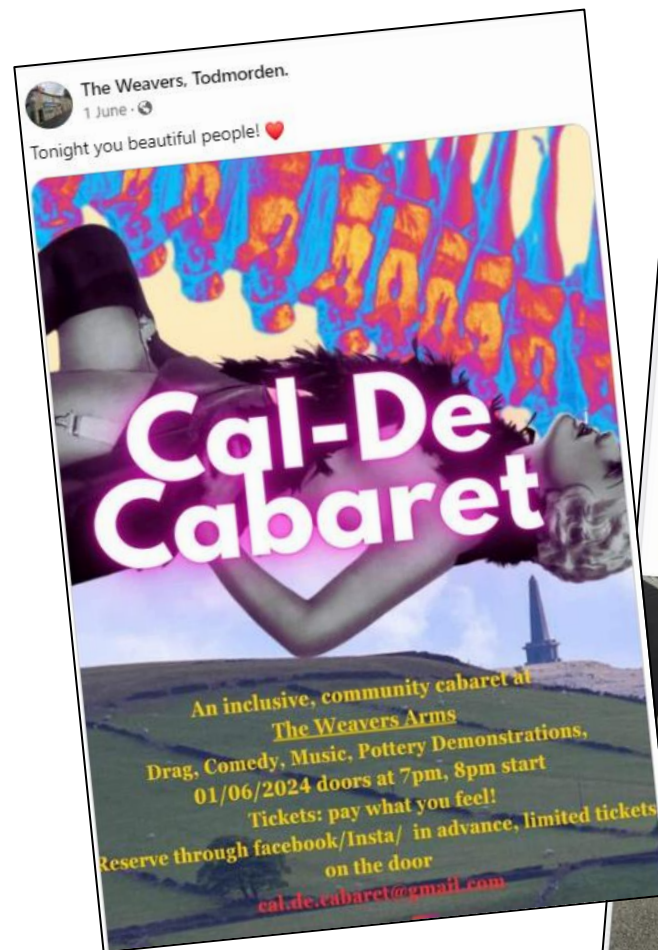
- **Cause:** Local community sports club (youth netball)
- **Need:** Team kit and a range of raffle prizes for end of season fundraiser (to purchase new equipment).
- **Partners:** Approached a range of local businesses in the area re. kit sponsorship and raffle prizes to support fundraising.
- **Benefits:** Kit sponsor (local hair salon): Local press coverage and social media promoting the partnership; branding on kit; and promoted a 10% off introductory offer for new clients which resulted in some long-term new clients.
- **Benefits:** Raffle prizes to support club fundraising for equipment (received more than 20 items) from vouchers for beauty treatments and local restaurants; hampers from independent stores and local supermarket; x4 tickets for local football team match; vouchers from sports stores and a sports physiotherapist voucher. Social media posts promoting their support!



Who's on your doorstep?



Introduction to corporate fundraising



"A cosy, comfy, inclusive bar that holds theme nights, has no clique and welcomes all..."



Size doesn't matter

“It doesn't matter whether your organisation is big or small, or whether you have a sexy brand or are relatively unknown – get the basics sorted and you are in the game along with everyone else.”

(pg. xix, [Corporate Fundraising and Partnerships, 5th Ed](#),
Directory of Social Change, 2017)



Questions?

