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Corporates should support charity because....?

Ways to engage Corporates post recession..

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Aims

- To give you an insight into how corporates factor charities into their world
- What drivers and pressures and on corporates
- Best Practice around common ground
- Hints and Tips
- Questions

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Moral Obligations

Companies should support charities because?

What is the most abundant resource in companies at the moment?

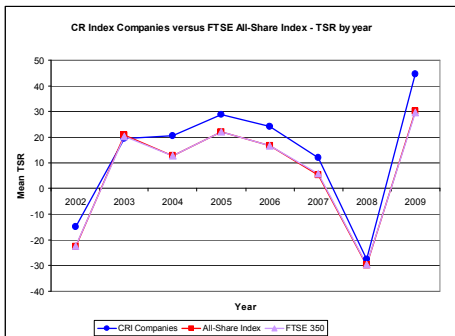
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What's driving companies in the current environment?



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Why do CSR?

Risk
Reputation
R&D

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What's the opportunity for companies?



Being Comfortable with your position and better informed decision making 7

**Step 1
Core Business**

- What markets and business are you targeting?
- Who buys your product or service?
- Where does your business come from?

**Step 2
Conscience Questions**

- What is the benefit to your customer?
- What is the impact of your products and services on society? Good and Bad?
- What would society lose if you stopped trading?
- At whose expense do you make money?
- What Markets do you unintentionally price out of / Not Trade with?
- What resources do you need to run your business? Do you take them for granted?
- Which stakeholders' opinion of your business stated publicly would benefit or damage your business?

**Step 3
New Knowledge and Understanding**

- What underlying social trends will kill or cure your business in 5 years time if you don't understand them?
- What do you need to know more about in order for your business to be a success in the long term?
- How can you better understand potential in fringe markets?

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Our Campaigns

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L&G's Core Responsibility

- To provide a pension the day a client retires after a lifetime of saving.
- To provide investments, which pay out what, was planned for at outset.
- To payout valid claims when a client gets ill or an unexpected event makes them unable to work.
- To pay valid claims quickly when unexpected events affect people homes and livelihoods

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A Good Campaign = We support the campaign with everything we have as a business

The "Why?"


Its "Material" to our business and clear why we are involved

- An area where we have natural scale
- A dependency with society at large
- A need to better understand the impacts or fringe markets of our business.

Now	Emerging	Maturity
<ul style="list-style-type: none"> •Fund programmes to better research and develop with Third Sector experts •Awareness Raising Communications - externally and with our staff 	<ul style="list-style-type: none"> •Issue informed public affairs and policy Campaigning 	<ul style="list-style-type: none"> •Design products, services and distribution partnerships that solve the issue or take advantage of the opportunity Directly •Indirectly solve / influence the issues through investment positions or financial flows

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Good Practice & Innovation



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Trends in Donations through Employees

Noticeable Increase in Online fundraising used by staff

Link between Development and Third Sector (SMaRT and Social Entrepreneurs)

Multiple Fundraising events a year using multiple online providers.

Employers need to provide more than pay and rations – "New Psychological Contract"

How can we make our consistent £2.5m into Third Sector stretch further?

Bring "yourself" to Work Day

Missed Opportunity for charities. Pull it all together

- Did you know that X number of your staff have raised money for us?
- Do Charities know who their donors work for?
- Is this an "In" for charities into wider fundraising?

Investment: A Glimpse into the future?



- Three Way partnerships developing ; Capital, Social Enterprise, Govt.
- Govt Pay for outcomes rather than run an expensive govt department
- Evidence of Social Impact and Investment Returns now more transparent
- Expensed CSR budgets become Long Term Investments with purpose
- Are Small charities ready to deal with Prime Contractors?

Positioning Yourself Effectively



Become the experts you already are

- Step 1 - Set up around a cause or social issue
- Step 2 - It works - Build up and do more
- Step 3 - Ask for corporate support to do more

Step 4 - Package up your Intellectual Property- What you have learnt is valuable!

- Have a public opinion on your topic or area of expertise
- Pull together your experience and collective wisdom.
- Make it clear what your expertise is in your materials
- Have a clear simple cause (which most SME charities do well!)
- Talk about what you know first then funding opportunities second
- You can undercut mainstream Research every time

