

Baby Bank Alliance: Corporate Fundraising

Joined by:

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6th November 2024



Save the
Children



Baby Bank
Alliance.

House keeping



Please...

- Keep your mics on mute to avoid any background noise
- Feel free to keep your camera on or off
- Use the chat if you've got questions or would like to add anything
- Bear with us! We'll do our best to answer your questions live but may need to come back to you later



Session agenda

- Overview & definitions
- Preparation
- Research
- Approach/proposal
- Facilitating & stewardship
- Q&A



Definitions

- **ESG** – Environmental, Social and Governance
- **CSR** – Corporate Social Responsibility
- CRM – Cause Related Marketing, e.g. **IKEA & BBA**
- SDGs – UN's Sustainable Development Goals
- SRI – Socially Responsible Investment or Sustainable & Responsible Investment
- Purpose – Why a company exists
- Mission – What the company does, who it serves, and how it plans to achieve its goals
- Vision – Desired future state and inspires the team to achieve it
- **Values** – Core principles and ethics, and defines how the company operates



Overview

Types of support

- Staff fundraising
- Charity of the year
- Donations/matched giving
- Supply chain fundraising
- Licensing
- Cause-related marketing
- Payroll Giving
- Sponsorship
- Secondments
- Employee volunteering
- Gifts in kind
- Events
- And more...!



What's in it for you?

- Funding – often unrestricted
- Volunteers
- Expert advice
- Goods
- Networking opps
- Profile/reputation
 - 'Social proof' & 'Authority principle'



What's in it for them?

- Because they care, about:
 - A community, a cause, a place, etc.
- Employee engagement
 - Improve job satisfaction, productivity, retention, etc.
- Good PR
- Investment in their community
- Tax benefits
- ESG reporting and requirements



Is it worth it?

Pro's

- Unrestricted funding is crucial
- Multiple opportunities for support
- Can make quick decisions
- Opportunities to utilise their networks – staff, supply-chain, etc.

Con's

- Time consuming
- Needs careful value assessment
- Needs planning to be impactful
- They need to get value from the partnership



Preperation

Setting up for success

- Policy on working with companies, agreed by the trustees
- Process for decision-making & clear delegation of responsibilities - **value judgements** need to be made
- **Corp packages/menu** - e.g. [MS Society](#)
- Relevant policies & processes (e.g. volunteering, events, etc.), handbook / guide
- Communication/marketing plans
- Relevant insurance



Finding potential partners

- Funding databases – e.g. Charity Excellence
- Local community action network/org
- LinkedIn
- Local business networks – e.g. Chamber of Commerce
- Press/news
- Use your networks – staff, **volunteer & trustee's** connections
- Networking events
- Existing corporate partner's supply chain



Who to target?

In the chat: Please add any recommended types of org to target

Business types

- Multi-national
- National
- Regional/local
- Family
- Social enterprise
- Co-op
- Etc.

Sectors

- Manufacturing
- Construction
- Legal
- Financial
- Hospitality
- Real estate
- Etc.



What are corporates looking for?

Corporates will often explain what kind of community partners they're interested in - check:

- Their website
- Annual report (if public)
 - May have a separate ESG/CSR report
- Press/news

Within these, look for info on:

- Purpose, Mission, Vision, & **Values**
- CSR & ESG
- Keywords: 'Volunteering', 'Partnership', 'Grants', 'Donations', 'Community', etc.



Approach and implementation

Building a relationship

- Unsolicited/Cold approach
 - Look for opps to connect ahead of approach
 - Be ready for their response
- Introduction
 - Time to prep 'journey' for them
- Solicited approach
 - Hard to prep, but be ready to respond quickly & keep momentum
- Open invite
 - Application process to follow
 - Look for opps to connect ahead of applying
 - See Grant Fundraising trainings for guidance



Proposals

- Understand their goals and **match them**
- Clearly demonstrate value to them
- Like grants: 'need' and 'impact' of your work is crucial
- Use examples of previous successful corporate partnerships
- Be ready with different content, e.g.:
 - Concept note
 - Slide deck
 - Video content



Corporate Charity Agreement

- Legal names of the charity and company
- What you aim to achieve together, and how you both will contribute to making that happen
- Timings and review points
- Amounts of funding and/or other support that will be provided
- Admin and sign off/approval required
- Use of names/logos and how any publicity will be managed
- Changes need to be in writing and agreed by both parties
- Agreement termination process
- Signed by individuals with the authority



Facilitation

Once agreement is in place you will need someone facilitating the partnership.

Ahead of any 'session', both partners need:

- Plans for the session
- Clear expectations of time commitments & attendance numbers
- An understanding of the level of support they require

Remember to make the 'session' **impactful** (for **you** and them), **inspiring**, and **fun**!



Follow up & stewardship

- Identify key employees and cultivate personal connections with your cause
- Explore ways to build partnership & different ways to engage: fundraising (challenge, community, match giving, etc.), events, strategic volunteering, networking (staff, supply chain, etc.)
- Shout about their support – marketing (yours and supporting theirs), awards, etc.
- Regular, light-touch, comms about your work – successes, impact, need



Thank you!

Up next

Fundraising drop-in 20th November

Training session TBC January 2025

Meet the funder: People's Postcode
Lottery 12th February 2025

