

# CHARITY PARTNERSHIPS

## *Collaborating for social purpose*



We believe the old adage, “two heads are better than one” still holds true and nowhere do we see this more than in the not for profit sector. We have seen the significant impact that can be achieved from co-creation and collaboration between a business and a charity who share a passion and commitment to social change.

This is why we champion charity partnerships and have worked with leading companies over the last 10 years to broker innovative, mutually beneficial partnerships. Charity partnerships allow businesses to explore opportunities beyond monetary value, and offer them the chance to engage stakeholders through a new approach that demonstrates corporate citizenship. At best, they offer both sides the opportunity to scope and capture new sources of value and pilot innovation.

### *Building high performing partnerships*

Commitment is fundamental to all successful partnerships and essential in ensuring potential outcomes are maximised. This is also true of charity partnerships where, to achieve a social and business benefit difficult choices need to be navigated and risk managed. We can support you through this process, working with you to:

- Define your business and social purpose
- Develop criteria and select a charity partner
- Build a high performing partnership
- Measure and review effectiveness

Our extensive experience tells us that charity partnerships work best when stakeholders are aligned to a similar purpose. We help you define this common purpose and translate it into robust criteria to help you find the right partner. Our extensive relationships in the charitable sector, our clear understanding of company requirements and our public policy work provide you with security and reassurance when selecting your charity partner. This is supported by our rigorous validation process, both in the UK and overseas, and an impartial, ethical approach.

Once the partner is selected we continue to manage the entire process, which may include workshops with charities and your company, setting up core principles and formulating agreements to meet your and your partner’s ambitions.

We also have a range of financial giving vehicles to maximise your giving and the value of your partnership. These help you manage and track the progress of the partnership. They can include an employee fundraising product and/or a CAF Company account, where you can transfer funds safely and tax effectively to your charity partner.

Finally, we can help you at critical review points to measure and review the partnership and ensure it is on track and achieving the right business and social impact.



### *Case study: ASOS*

*CAF helped ASOS develop a partnership with an NGO in Kenya that creates new opportunities for women in the apparel sector.*

#### *Business challenge*

As part of their strong growth in UK and overseas markets, the ASOS Foundation set out to explore ideas to develop local communities in ways that reflect and expand the ASOS Africa brand.

#### *How we worked with the client*

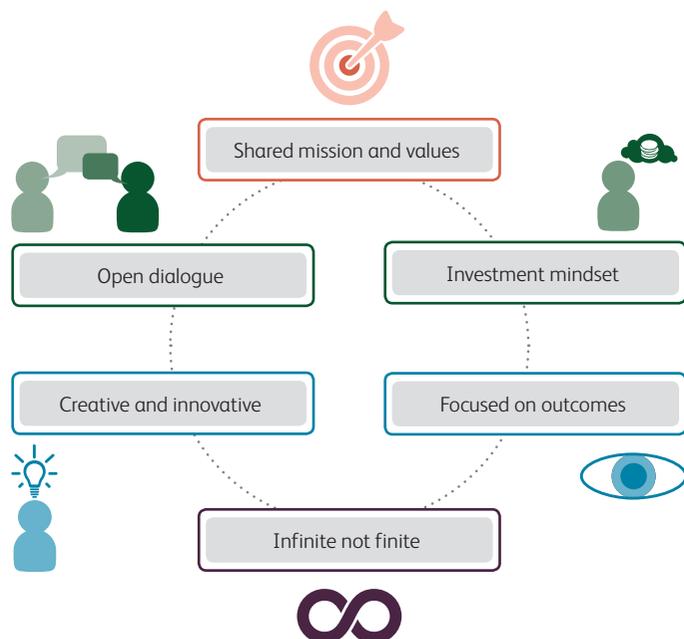
Working with CAF Advisory, ASOS created a foundation strategy and framework, which included:

- engaging colleagues in CAF South Africa to identify NGOs in Kenya that met defined criteria
- connected ASOS with two NGOs in Kenya
- performed due diligence to validate each NGO
- facilitated meetings between ASOS and Seed of Hope to define partnership goals, governance, plans and target outcomes to improve skills of women beneficiaries as well as capacity of the NGO.

#### *Outcomes*

- A partnership with shared goals, clear governance and actionable plans that created value for both the business and community
- Funding and expertise shared by ASOS enabled Seed of Hope to establish new centres which offered better training to women, and increased opportunities for employment in the apparel sector.

## High performing partnerships share common principles



### Why CAF?

We are seen as the bridge between the corporate and charity sectors. We have in-depth knowledge and insights into the charity sector and the benefits it can offer to business and society. This helps us to identify potential partners for companies, whilst remaining cause neutral. We also work with a wide range of corporate clients, including 70% of the FTSE 100, and understand what is important to a company in developing its charitable partnerships. Our financial giving vehicles support the partnership and maximise the impact for all parties. They also help you to manage risks such as making sure your donation reaches a genuine charity.

Our team of dedicated corporate advisors help both businesses and charities form and build high performing sustainable partnerships, based on shared principles, ambitions and outcomes.

### We're here to help

To find out more about CAF's work on charity partnerships, please contact:

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### Case study: Allianz

Allianz engaged CAF to identify a new charity partner that created value for the company and the communities in which it operates.

#### Business challenge

Three years after forming a partnership with a national charity, Allianz was looking to form a new partnership with a charity that aligned more closely to its core business while continuing to encourage employee engagement within local offices across the UK.

#### How we worked with the client

To develop a new charity partnership for Allianz, the Advisory team:

- facilitated a workshop with CSR committee members to identify specific aims and required outcomes of the partnership and to define selection criteria
- identified and evaluated potential charities that met specified criteria and discussed recommended charities with the business to identify a shortlist of charities
- arranged and oversaw charity presentations to the business to assess fit against defined criteria as well as culture
- facilitated workshops with the business and selected partner to define partnership goals, governance and high-level plans

#### ▶ Outcomes

- A partnership with shared goals, clear governance and actionable plans that created value at both national and community level.