

# SUPPORTING COMMUNITIES THROUGH CHANGE

## A guide to how business can show leadership through COVID-19

In this extraordinary and unprecedented time, all of us are challenging ourselves to think creatively about how we can best respond to the global COVID-19 pandemic, both in the immediate and longer-term.

For us, that includes launching the [CAF Coronavirus Emergency Fund](#) to support small charities and social enterprises who continue their vital work across communities in the UK.

### What can business do?

#### 1. Support the initial response

UK Government guidance sets out how businesses can support official responders in an emergency. This includes providing advice, resources, training, facilitation, service integration and funding/in-kind assistance.

Responsible business, including our clients across a range of different sectors, is taking decisive action to help lead the response. **This includes:**

- Committing additional budget to existing charity partners and to COVID-19 responders.
- Putting people first, supporting colleagues, customers and suppliers to stay safe and healthy.
- Listening to partners on the ground to understand where there is real need and distributing food, products and services.
- Mobilising employees to other organisations where demand has surged.
- Repurposing operations to make hand sanitiser, ventilators and equipment to keep essential workers safe.
- Extending digital services for the public to use while at home.
- Developing industry-wide plans to improve coordination and rapid response.

#### 2. Focus your support on social need

At a time when beneficiaries need charities most, they are facing a funding chasm. With fundraising events cancelled and charity shops shut during lockdown, the charity sector is estimated to be facing a £4bn shortfall in annual income.

UK business is estimated to generate around 3% of income for charities. Where possible, operating businesses need to assist their charity partners with flexible and increased support.

#### 3. Look towards community rebuilding

It is clear the business and social landscape has shifted as governments around the world have adopted a public health-first approach.

We can't predict the future, but a new normal will demand responsible business looks beyond the immediate crisis response to consider how their business purpose – and giving strategies – can evolve to support community recovery and resilience.

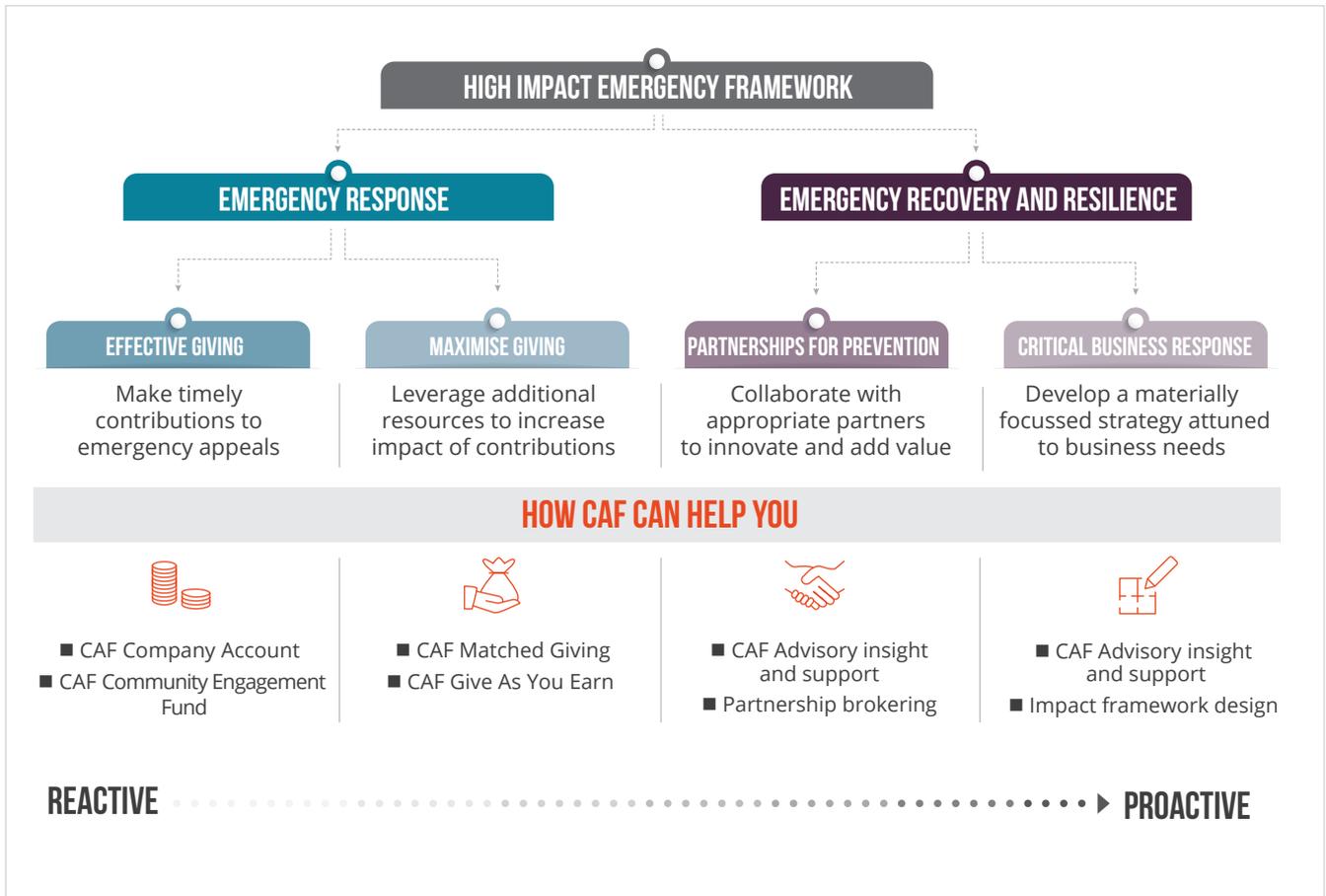


*“For our business, in times of crisis, it is crucial that we quickly step up and support the communities in which we live and work. During this unprecedented time, Marsh has financially supported a number of charities who are assisting the most vulnerable, and have committed a donation to the CAF Coronavirus Emergency Fund for charities to access. CAF offers a seamless process, so that donations reach charities at the time they are needed most.”*

Helen Lam, Head of Social Impact, Marsh UK&I

## CAF's High Impact Emergency Framework for business

Our framework helps business navigate the strategic options for a high-impact response. An effective emergency response must be both reactive, meeting immediate needs and addressing the short-term impacts of the situation. It must also be proactive examining the long-term preventative solutions to reducing the associated financial and human costs.



### About CAF

CAF works with over 3,000 businesses, supporting them in their community giving, employee engagement and sustainability, to drive real change and impact.

Last year, through our financial giving vehicles and advisory service, we helped companies donate £92.5million and leverage a further £50million for the charity sector.

To discuss how CAF can help you, please get in touch by emailing [corporate@cafonline.org](mailto:corporate@cafonline.org), or call us on **03000 123 207**.