

Welcome

What Companies Want from Charity Partnerships

With Andy King, Fireside Fundraising



Introductions



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Welcome from the Benefact Group

Our common purpose is to **give** all available profits **to good causes**




**Directory of Social Change's UK Guides to Company Giving 2017-26.*



What companies want from charity partnerships



**Companies give
£4.25 billion a
year to
charities
in the UK**



**But just 'being a
good cause' isn't
enough to get a
slice of the pie**

**Ways that
companies
give can
include...**

Cash gifts

**Employee
fundraising**

**Gifts in kind
(skills, time
or products)**

**Customer
fundraising**

Sponsorship

What companies will pay for (most commonly)

1. Reporting (stories, data sharing and videos)
2. Marketing and comms (press activations, reshares, etc)
3. Recognition (public call-outs, logo shares)
4. Colleague engagement (fundraising campaigns, volunteering opportunities, lunch and learns, workshops on specific business need)
5. Service user engagement (chance to meet service colleagues, physical or virtual tours)



Q&A



Take part in
our 'how
companies
give' research:



[tinyurl.com/
corporatesurvey](https://tinyurl.com/corporatesurvey)

Contact me!

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**Andy King on LinkedIn
(the bald one!)**

And finally... 5 things to look forward to:

1

Fundraising Webinars in 2026 ...

2

Get together at a fundraising forum ...

3

Register interest in Founder Forums ...

4

Listen to our podcast series ...

5

Join our Facebook Group ...



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Thank you for listening



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For Impact Podcast – What is really behind the resistance to paying Trustees?



The Benefact Group Charity Network