



Profitable Partnerships

Proof that charity partnerships help
companies deliver their commercial goals.

Remarkable
Partnerships

INTRODUCTION

Business leaders are always on the lookout for new opportunities. We believe that charity partnerships can help deliver your commercial goals. They can help you:



Retain and attract employees



Retain and attract customers



Stand out from your competitors

Despite these benefits, charity partnerships are often overlooked.

To highlight their commercial potential, we carried out research to gather evidence.

We conducted a comprehensive study, including a global review of academic publications and interviews with eight business and charity leaders.



Download the full report at remarkablepartnerships.com/reports

ACADEMIC RESEARCH FINDINGS

Statistical analysis of 2,000 of the world's biggest companies showed that giving more to charity led to increased financial performance.

(Liang and Renneboog, 2017)

Corporate philanthropy generates “positive moral capital” among a company’s stakeholders that is well received by them.

(Godfrey, 2005)

This moral capital acts as “insurance-like protection” for the company’s intangible assets, particularly its relationships with stakeholders.

(Godfrey, 2005)

For corporate philanthropy to work as insurance it must be a “genuine manifestation of the firm’s underlying intention, vision and character.”

(Godfrey, 2005)

Companies with philanthropy strategies have fewer disputes with their workforces.

(Arco-Castro et al, 2020)

INSIGHTS FROM BUSINESS AND CHARITY LEADERS

“The benefit for companies is you’re engaging people, you’re building loyalty within teams. You’re making a more collegiate atmosphere. You’re making a more attractive place to come and work. You’re able to demonstrate social value for commercial purposes.”

Tom Roundell Greene
Head of Sustainability
Carter Jonas



“We’re not perfect. We all make mistakes. And when someone knows you’re genuinely a really decent, good person they are a lot more lenient and understanding towards you.”

Matt Turner
CEO
The Creative Group



“There isn’t a single pitch we do where our charitable work does not play a part in it. It’s part of our song. It’s part of our elevator pitch. It’s the thread that runs through what we do.”

Matt Turner
CEO
The Creative Group

“When I was working at School Home Support, there was a very long-standing partnership with a company called Liberum. There was lots of on the ground volunteering. We did a survey and we were able to demonstrate quantifiably the increased connection that volunteers had to Liberum as a business as a result of our partnership.”

Laura Hughes-Onslow
Director of Development
The Mayor’s Fund for London



“Staff in particular, get a great deal from it. They feel like they’re working with an engaged and proactive employer.”

Ian McCleave
Director
Joseph Victor Limited



“We partnered with an FMCG brand on a cause-related marketing campaign, which saw the product sales rise by 6% during the partnership and equated to the company outperforming their category by 2% on increased household penetration.”

Catherine Townson
Deputy Head of Corporate
Partnership Management
Save the Children



“This is a new way for companies to reach customers. People make conscious decisions to do business with companies that care.”

Ian McCleave
Director
Joseph Victor Limited

RECOMMENDATIONS

We recommend you take the following steps to create charity partnerships that deliver your commercial goals:

1

Business case

Use this research to get your leadership team on board with the value that charity partnerships can deliver for your business.

2

Great fit

Partner with a charity that has a great fit with your business. This could be a shared mission, geography or target audience.

3

Transparent

Be open about your objectives for partnering and make your partnership available for everyone to see.

4

Involve

Strengthen your relationships with your colleagues and clients by involving them in your charity partnership.

5

Long-term

Partner for the long-term so you can build your relationship and make a greater impact together.

ABOUT REMARKABLE PARTNERSHIPS

We help companies build charity partnerships that deliver their commercial goals.

If you would like our support to create your ideal charity partnership, then please contact:



Peter Chiswick

peter@remarkablepartnerships.com



Jonathan Andrews

Jonathan@remarkablepartnerships.com