

GET MORE FROM 24

A hand is shown from the wrist up, palm facing up, holding a glowing blue sphere. The background is a dark blue gradient with a faint, stylized financial chart. The chart features a line graph with a blue line and several vertical bars in shades of blue and green. Some data points are labeled with numbers and percentages, such as 3,690.47, 19,580, 29,1, 24,825, 604.26, 2.14%, 347.7, 0.31, 0.1%, and 28.71. The overall aesthetic is modern and tech-oriented.

How companies and charities can increase the certainty of delivering their core objectives, by partnering together.

Remarkable
Partnerships



INTRODUCTION

The Big Knit

Innocent and Age UK have been in partnership for 20 years. Their partnership is called 'The Big Knit', and the reason it has been successful for so long is because it consistently delivers commercial benefits for both parties.

Innocent love the partnership because it generates huge publicity, has won numerous awards and it creates emotional engagement with consumers so they buy significantly more products. It also makes the team at Innocent super proud to be helping so many older people.

Age UK love the partnership because it increases their profile and helps them reach a much younger audience. It has also raised an incredible £2million pounds since it began in 2003.

This is a stunning example of a corporate-charity partnership. The purpose of this report is to inspire and enable companies and charities to create your own successful partnerships that deliver your commercial goals, so you can get more from 24.



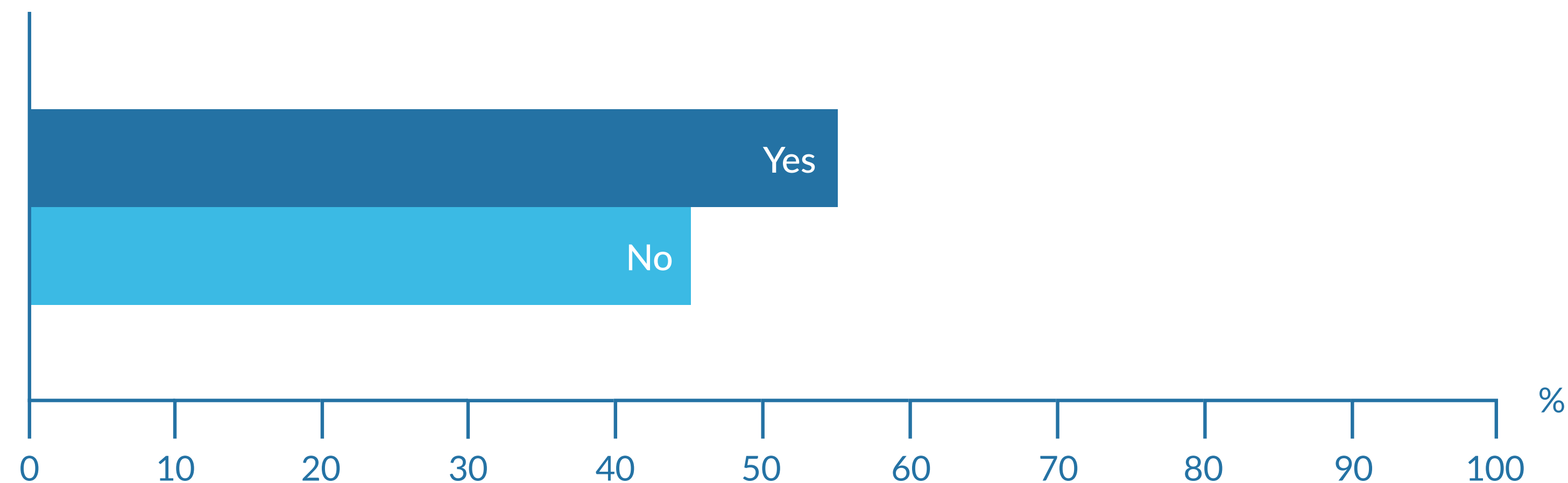
RESEARCH FINDINGS

Our Hidden Opportunities research published in May 2023 revealed that 45% of companies neither agree or disagree that corporate-charity partnerships deliver significant value for their organisation. This suggests that they could be convinced, if they were provided with evidence of the commercial value corporate-charity partnerships deliver.

So we asked charities if they have proof where they have helped a company deliver their commercial goals. 55% said yes and 45% said no. This leads us to conclude that many charities will benefit from advice and support to help them gather that evidence.

WE ASKED...

“When it comes to corporate partnerships, do you have proof where you have helped a company deliver their commercial goals such as employee engagement, employee retention, enhancing retention, and increasing sales?”



RECOMMENDATIONS FOR COMPANIES



Measure the value of partnerships

Gather evidence of how your charity partnerships deliver your commercial goals. This will give you the fuel to build longer and stronger partnerships.



Maximise your charity partnerships

Review your existing partnerships, in the context of your commercial and ESG objectives. Identify ways you can make them stronger, so they deliver more.



Lean in to ESG

Move beyond seeing ESG as a reporting requirement, instead see it as a philosophy for your business and integrate it in to your strategy.



Engage your colleagues

Give your colleagues opportunities to get involved in your purpose-driven charity partnerships through skills based volunteering, and inspiring fundraising activities.



Become an expert storyteller

Gather inspirational stories that demonstrate your purpose, including why you were founded, and stories from customers and colleagues. Then share them with passion with your colleagues, customers and community.

RECOMMENDATIONS FOR CHARITIES



Prove your value

Gather evidence of how you are delivering your corporate partner's business objectives so you can build longer and stronger partnerships.



Become a pain detective

Find the business pain of your corporate prospects and partners and position your partnership opportunity as a solution to their pain.



Position your charity as the key for ESG

Learn about the importance of ESG reporting for companies and show them how you can help them deliver their ESG targets.



Pitch to partners

Identify your partners that have high growth potential, and pitch them a tailored opportunity.



Identify your promoters

Survey your partners to identify who will recommend you so you can ask them to do just that.



ABOUT REMARKABLE PARTNERSHIPS

We are a consultancy helping companies and charities build purpose-driven partnerships. These partnerships deliver significant value for both organisations and help create a better world.

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