



Profitable Partnerships

Proof that charity partnerships help
companies deliver their commercial goals.

Remarkable
Partnerships

INTRODUCTION

Corporate partnerships are a huge opportunity for charities.
They can help you:



Raise valuable funds



Increase your profile



**Access game-changing
skills and resources**

However, many companies don't know that charity partnerships can deliver them significant value too.

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

"Where there's really good synergy between the company brand and the charity brand, that's one of the biggest areas of value that can be delivered for companies."

Sarah Moore
Development Director
Sumatran Orangutan Society



"I worked on a partnership with a large environmental engineering company, and they helped us to deliver a project in Ghana. They went above and beyond because they were really motivated to be making a difference with their professional skills. The project enabled an increase in collaboration and teamwork which resulted in additional commercial benefits for that company."

Sarah Moore
Development Director
Sumatran Orangutan Society

"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



"For our transformational partnerships... we co-develop a strategy house and impact measurement framework... to ensure it's really meeting both the key priorities of the business and the charity."

Catherine Townson
Deputy Head of Corporate
Partnership Management
Save the Children

"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



"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



"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

"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



RECOMMENDATIONS

We recommend you take the following steps to create corporate partnerships that deliver significant value for your charity:

1

Business case

Use this research in your pitches to convince them of the commercial value that your partnership will deliver.

2

Great fit

Partner with a company that has a great fit with your charity. 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

Get your colleagues on board by involving them in creating and delivering partnerships.

5

Long-term

Focus on creating long-term corporate partnerships so you can build your relationship and make a greater impact together.

ABOUT REMARKABLE PARTNERSHIPS

We help charities build corporate partnerships that deliver significant value.

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



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