

A wide-angle photograph of the London skyline at sunset, featuring the River Thames, the Shard, and various modern buildings. The sky is a mix of blue and orange.

HIDDEN OPPORTUNITIES

Why companies and charities are missing out on valuable partnership opportunities.
And what you can do to unlock them.

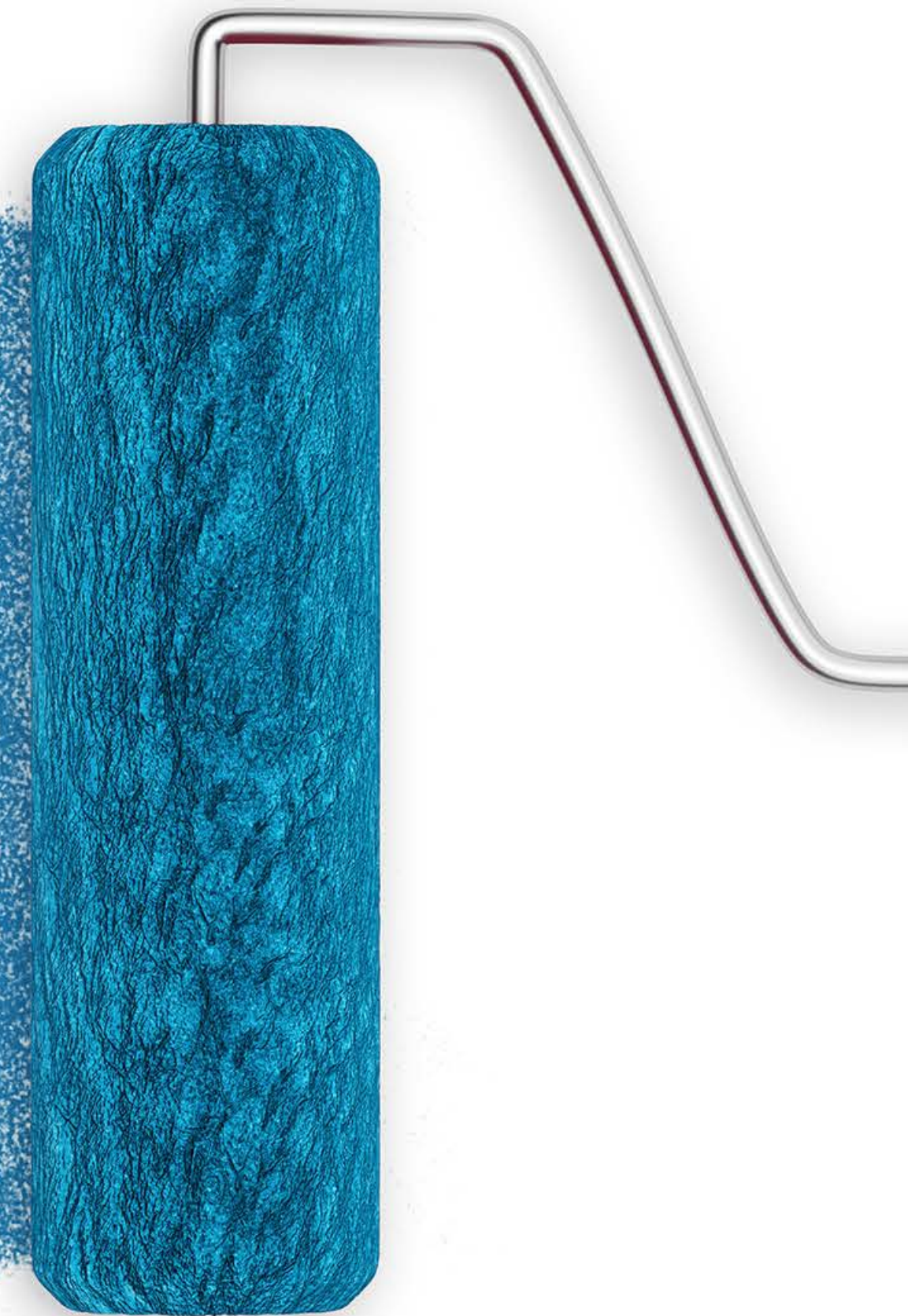
Remarkable
Partnerships

INTRODUCTION

What led us here

When Peter was working for a global technology company he and his colleagues attended a volunteering day at a charity. They were a really talented group with specialist skills, including sales, marketing, project management and strategy. They arrived with a sense of anticipation, excited that they could use their collective talent to make a huge impact for the charity. So imagine their surprise when they were shown into a yard with pots of paint and paint brushes. They were speechless.

This was a significant missed opportunity for the company and the charity.
That's what this research report is about.



EXECUTIVE SUMMARY



Companies are less convinced than charities that corporate-charity partnerships deliver against core objectives



Almost half of companies are seeking proof of the value of charity partnerships



Mismatched expectations are holding back partnerships



Cultural barriers points to the need to focus on shared purpose



Proof of value and expert advice could unlock partnership opportunities

METHODOLOGY

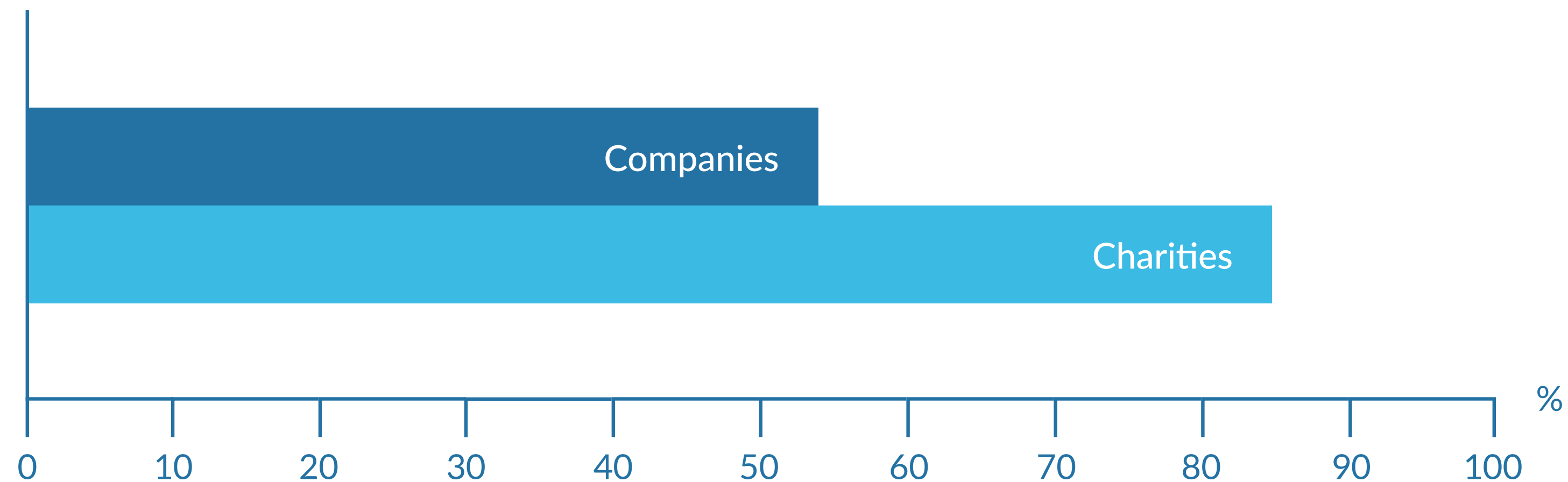
This report is based on a survey of business and charity leaders conducted in Spring 2023.



DISCOVERY ONE

Companies are less convinced than charities that corporate-charity partnerships deliver against core objectives

Can corporate-charity partnerships help deliver your organisational objectives?

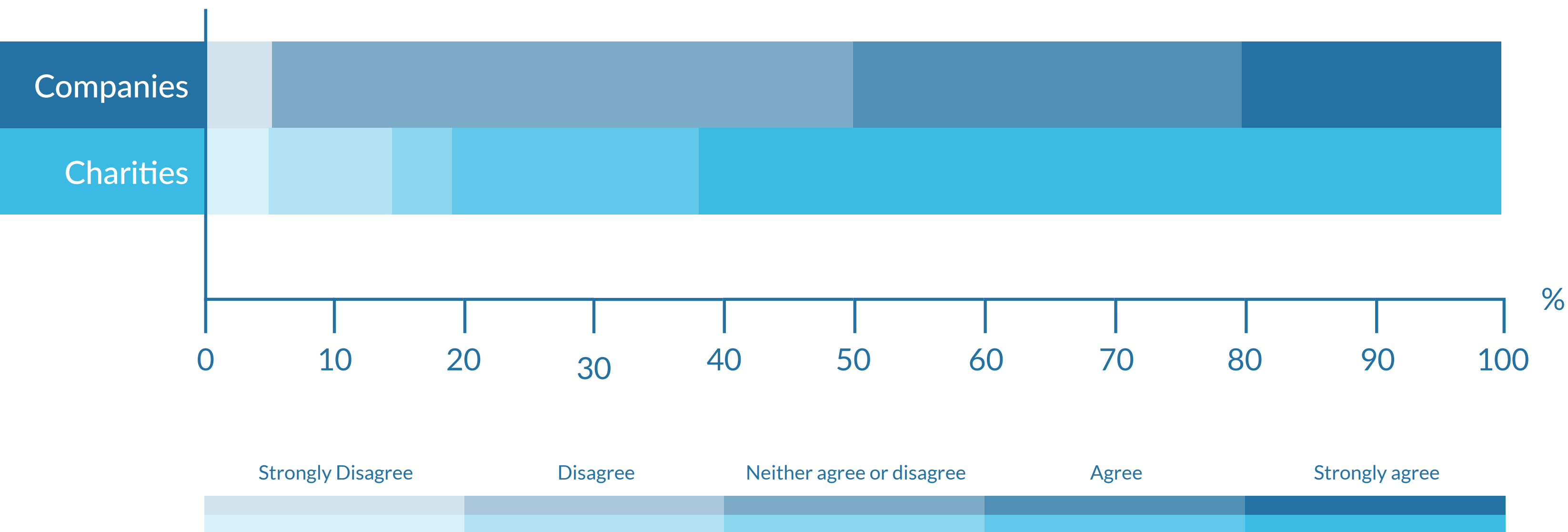




DISCOVERY TWO

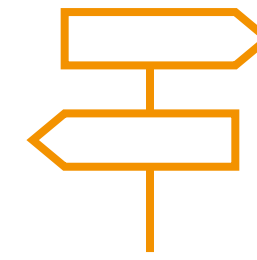
Almost half of companies are seeking proof of the value of charity partnerships

Do corporate-charity partnerships deliver significant value for your organisation?



80% of charities and 50% of companies agree or strongly agree that corporate-charity partnerships deliver significant value for their organisation.

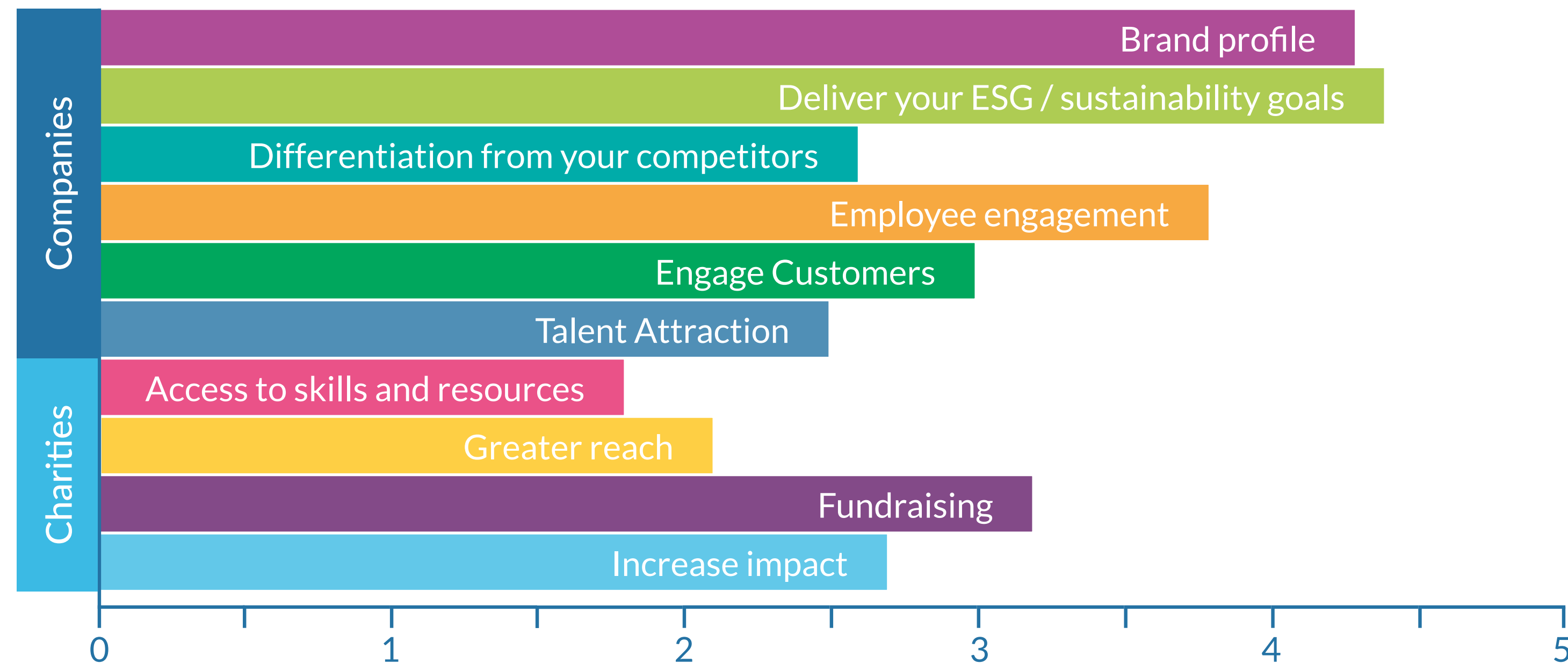
Interestingly 45% of companies neither agree or disagree, which suggests that they could be convinced if they were provided with evidence of the value they can deliver.



DISCOVERY THREE

Mismatched expectations are holding back partnerships

What value do you want corporate-charity partnerships to deliver for your organisation?



The value companies want from charity partnerships is to deliver ESG objectives, brand profile and employee engagement.

The value charities want from corporate partnerships is fundraising and increased impact.

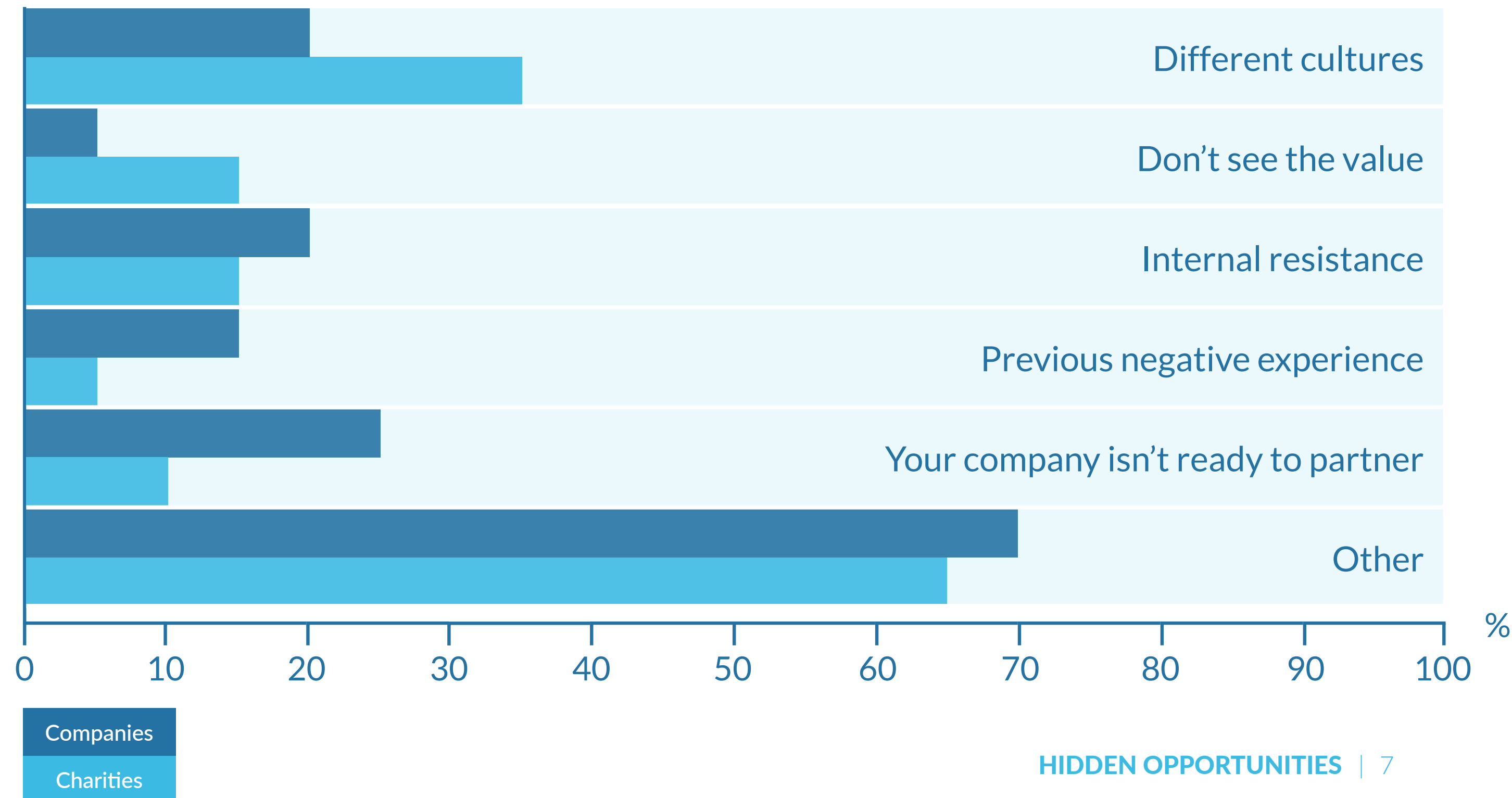
This shows there is a mismatched perception of value.



DISCOVERY FOUR

Cultural barriers points to the need to focus on shared purpose

Which barriers prevent you from partnering?



The biggest barrier for companies is the different culture.

The biggest barrier for charities is that some are not ready to partner.

In their comments both companies and charities mention a lack of time and resources.

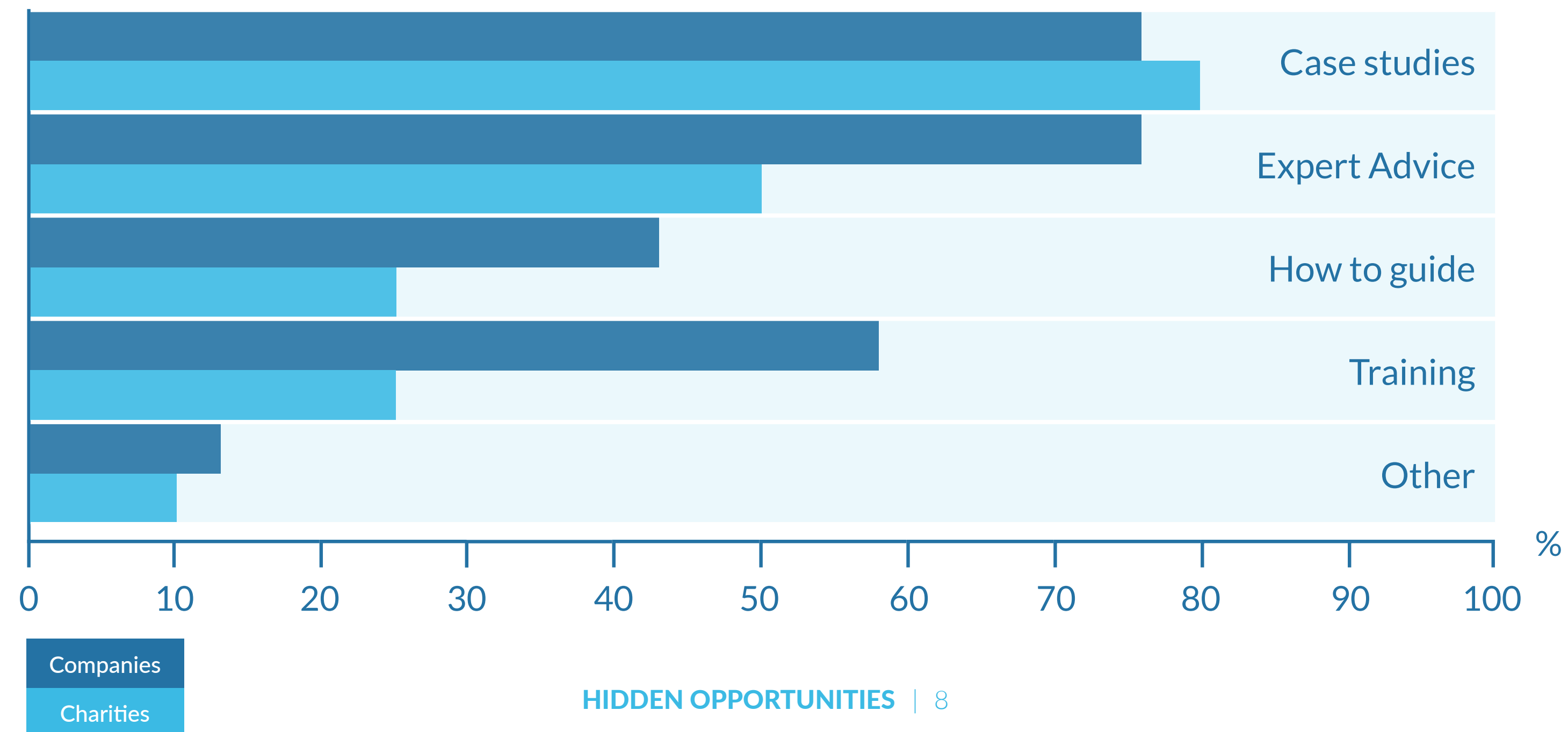
This suggests they need proof of value in order to invest in these partnerships.



DISCOVERY FIVE

Proof of value and expert advice could unlock partnership opportunities

Which resources would help you build more ambitious partnerships?



A COMPANY PERSPECTIVE

Companies share how partnerships help deliver against business priorities

Why do you think charity partnerships are important for your company right now?

“People are more likely to do business with companies that demonstrate they hold charity partnerships in high regard.”

“I think it sends a positive corporate and cultural message and shows employees that charities play a vital role in our community and society.”

“For us currently I cannot say it is important, however, as we grow and we employ more people then these things would be more important.”

“They help us to meet strategic goals.”

“Fits with our company values and culture and our ESG Strategy”

“Talent attraction.”

The majority of comments from companies showed that they can see how charity partnerships can help them deliver their most important business objectives.

A CHARITY PERSPECTIVE

Charities lose sight of purpose in the hunt for income

Why do you think corporate partnerships are important for your charity right now?

“Corporates are our primary source of income as well as being the go-to partners to help recruit volunteers and source paid internships.”

“Individual giving is really struggling, corporates want to be seen to be supporting community challenges we are all facing and its the right time for us to invest and grow this area.”

“We have just secured our two ever biggest partnerships and I feel strongly that if we get them right then others will follow.”

“They help deliver our mission.”

“They are a significant part of our income and our pro-bono support offer.”

“Deliver not only much needed funds but also expertise and strategic support.”

Two thirds of the comments from charities mentioned fundraising or income.

One quarter mentioned strategy, mission or purpose.

This is understandable given the pressure on finances in the cost-of-living crisis. But it does mean they are missing out on more significant opportunities to deliver their mission.

CONCLUSION

Companies and charities are missing out on significant value when it comes to corporate-charity partnerships. The problem is a mismatch in expectations, different cultures and the need for proof of value.

Therefore, we recommend the following:



Partner based on
shared purpose.



Agree **strategic partnership priorities**,
which will make it easier to provide
compelling proof of value.



Share inspiring, best practice, case
studies that demonstrate the
proof of value, so other companies
and charities follow their lead.



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.

Companies, please contact:

Peter Chiswick

peter@remarkablepartnerships.com



Charities, please contact:

Jonathan Andrews

jonathan@remarkablepartnerships.com