

Photo: Linh Pham / Save the Children



8 WAYS

YOUR COMPANY

CAN HELP POWER POSSIBLE

FOR CHILDREN



**Save the
Children**

1

FINANCIAL DONATIONS



A corporate donation can be a powerful social investment tool. We'll work with you to maximise the benefits it brings your company as well as the children it supports.

2

BECOME AN EMERGENCY

RESPONSE PARTNER

When disasters hit, it is children who are worst affected. As the largest independent children's charity, we're uniquely placed to be able to respond anywhere in the world to save lives and change children's futures.

Our teams do whatever it takes to reach children in desperate need within 72 hours, and by becoming a Children's Emergency Response Partner you are enabling us to do just that. We're looking for strategic partners to support our [Emergency Fund](#) through:

- ▶ Financial donations
- ▶ Staff and customer fundraising
- ▶ Raising awareness of emergencies and donating media space to appeals
- ▶ Offering gifts of goods or services.

The first 24-48 hours of an emergency are crucial. With your help, we can reach children immediately with the essentials they need to survive.



1

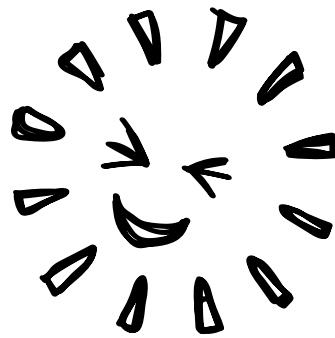
3

SUPPORT OUR EXISTING DEVELOPMENT PROGRAMMES

In the UK and in 120 countries around the world we make sure children are safe and healthy. We support them to learn, grow and become who they want to be. Save the Children welcomes financial contributions to help support the programmes we run and ensure they continue year on year.

4

SHARED-VALUE



PARTNERSHIPS

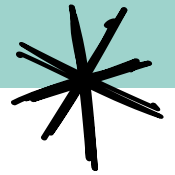
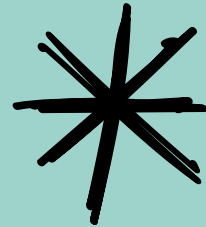
We have a huge amount of experience in creating award-winning shared-value partnership models to leverage and maximise our respective strengths, and it's always a priority to ensure both parties benefit from the collaboration.

Shared value partnerships come in many forms, but considerable resource and commitment from a business are key to their success. Aspects of a shared value partnership could include co-creation, working with multiple stakeholders or assessing your value chain to put children's rights at the heart of your business.

5

EMPLOYEE

ENGAGEMENT ACTIVATIONS



Fundraising

Whether it's bike rides, book sales, head shaves or hikes, staff fundraising is fun, simple, and sociable. Our experienced team can work with you to create a bespoke calendar of fundraising events and support you to make them as successful as possible. In turn your company will build motivated and engaged teams and develop their personal and professional skills.

Skills based volunteering & pro-bono projects

Companies are full of people whose time, expertise and specialist skills can help us have a real and lasting impact on the lives of children across the globe. Your employees can help us with our mission through one off volunteering opportunities to longer secondments.

Advocating with and on behalf of children

Supporting our campaigns can help us achieve significant breakthroughs in the way the world treats its children. The voices of your employees, and the voice of your organisation as an entity, will help us speak louder when calling on local, national, and international leaders to make decisions that save and improve children's lives.

Payroll Giving

Payroll Giving is a simple and cost-effective way to donate monthly to charity through your salary.

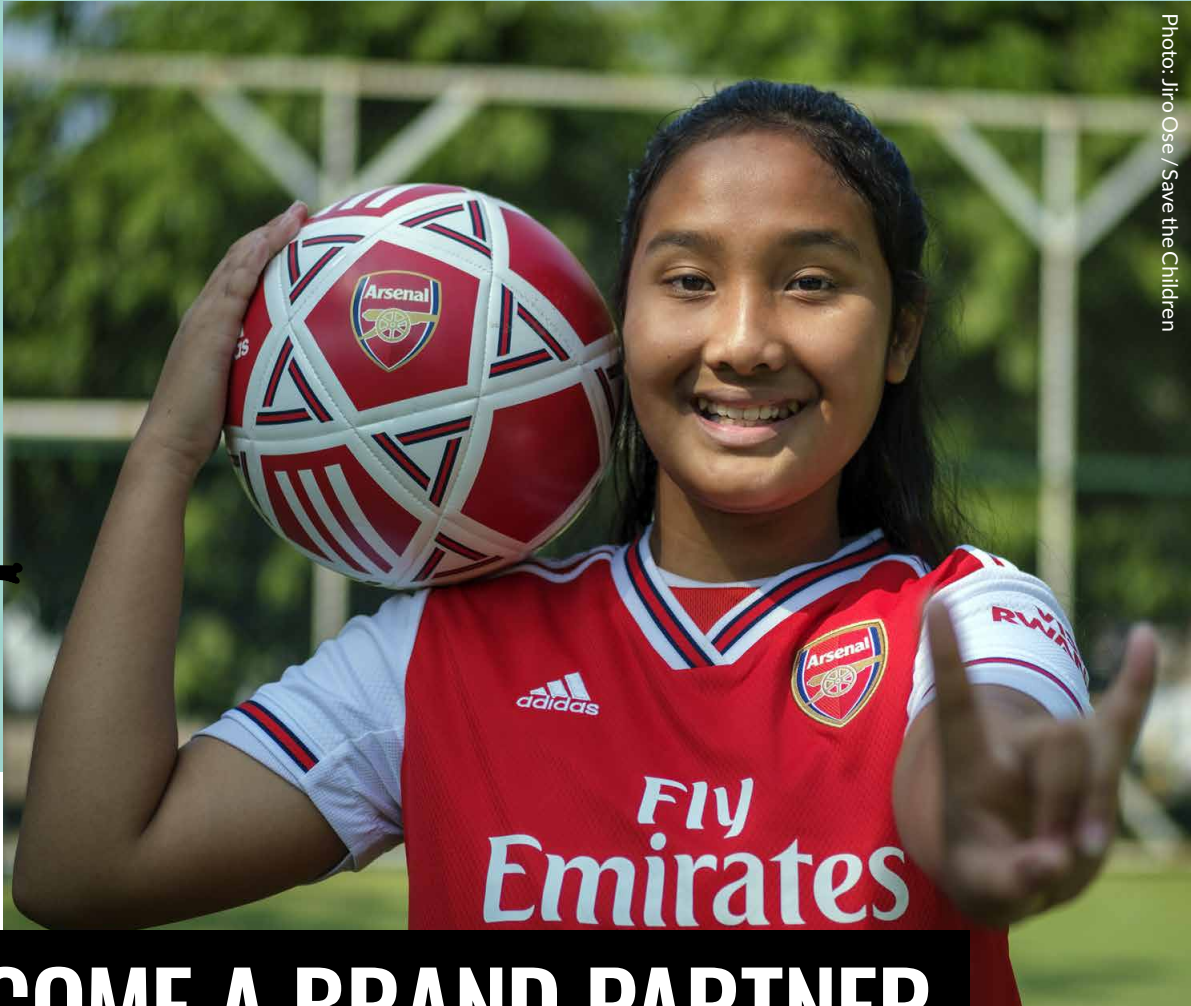
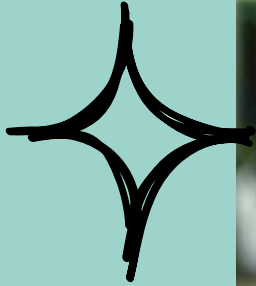
Payroll Giving – also known as Give As You Earn – is an easy way for employees to donate to charity directly from their salary. Thousands of companies large and small offer it to their staff.

It's a really flexible system that allows staff to donate as much or as little as they wish to the charity of their choice. The benefits to employers include:

- ▶ Donations are deducted from salaries before tax, making it a tax-efficient way to give.
- ▶ It's easy to set up and any administration costs are tax deductible.
- ▶ Donations can be counted as part of your Charity of the Year targets.
- ▶ You can use the government's Payroll Giving Quality Mark and might also qualify for a Quality Award Mark if you promote your scheme.
- ▶ You would be eligible for recognition in other national awards, such as the National Payroll Giving Excellence Awards or the Pay and Benefits Awards.

Interested in setting up payroll giving as an employee?

To find out more or discuss ideas, please contact Sharon, Alwyn or Nora in our Supporter Care team on 0207 012 6400. You can also email them at supporter.care@savethechildren.org.uk



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BECOME A BRAND PARTNER

Save the Children work with organisations to develop integrated consumer-facing campaigns that enable companies to connect more deeply with their existing and prospective customers by supporting initiatives that are important to them. Brand partnership opportunities include:

Cause-related marketing

Teaming up with Save the Children to market a new or existing product or service could boost your sales, profile, and customer base, while raising vital funds for children. We know how to maximise the effects of Cause-related marketing (CRM) promotions by making them innovative and truly integrated with your existing marketing strategies

Marketing partnerships

We understand that brand collaboration is key to maximising impact, boosting consumer trust, and reaching new audiences – we can unite to raise our profile and the issues that matter.

Sponsorship

Gain visibility and show your corporate support of Save the Children's work through sponsorship of our campaigns and events.



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CHRISTMAS JUMPER DAY

Since launching in 2012, over 30 million people and over 60 partners have helped to raise an incredible £30 million to help transform the lives of the most vulnerable children, in the greatest need.

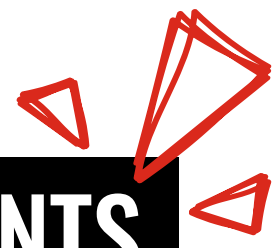
Key to the success of Christmas Jumper Day, is through the partnerships we create. To join Christmas Jumper Day as a partner, click below for more information.

[Become a partner](#)



8

HIGH-PROFILE EVENTS



High-profile social events provide the perfect opportunity for companies to raise awareness and funds for Save the Children, while also demonstrating their support. They're also great for networking.