

**Corporate Funding:
Fundraising Working Group Session
12th June 2024**





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The Corporate Landscape

What challenges
do you think
companies are
facing right now?

- ✓ **Increased costs**
- ✓ **Maintaining quality products/services in light of cost increases**
- ✓ **Decline of the high street**
- ✓ **Cost of living crisis - reduced consumer spending**
- ✓ **Competition from other businesses**
- ✓ **Supply chain challenges (linked to war in Ukraine)**
- ✓ **Recruitment challenges**
- ✓ **Staff retention challenges**



3 points to take away

1. The corporate landscape has changed.
2. In tough times business leaders increase focus on the bottom line.
3. Offer companies partnership opportunities that help solve their problems.

CSR/ESG - key terms

CSR- corporate social responsibility

ESG - environmental, social and governance

Environmental sustainability – the ability to maintain an ecological balance in our planet’s natural environment and conserve natural resources to support the wellbeing of current and future generations.

ESG vs. CSR vs. sustainability

ESG	CSR	Sustainability
Quantitative	Qualitative	Qualitative and quantitative
Externally regulated	Self-regulated	Both self- and externally regulated
Directly related to business valuation	Not directly related to business valuation	Often related to business valuation
Implemented through measurable goals and audits	Implemented through corporate culture, values and brand management	Implemented through a combination of CSR and ESG

The RSPB's Corporate Partnerships

Key principles:

- In partnership = greater impact for the cause
- Mutually beneficial = both parties receive multiple benefits
- High priority area for many charities
- Aim = to develop strategic, long-term and high value partnerships
- Cause-led – supports RSPB strategy
- Risk < potential benefit
- Target businesses with strong green credentials

"Nature is in crisis. Together we can save it."



Benefits



Additional income stream during challenging financial times.



Helps the charity to **further its strategic aims** – deliver at landscape scale/fund variety of projects

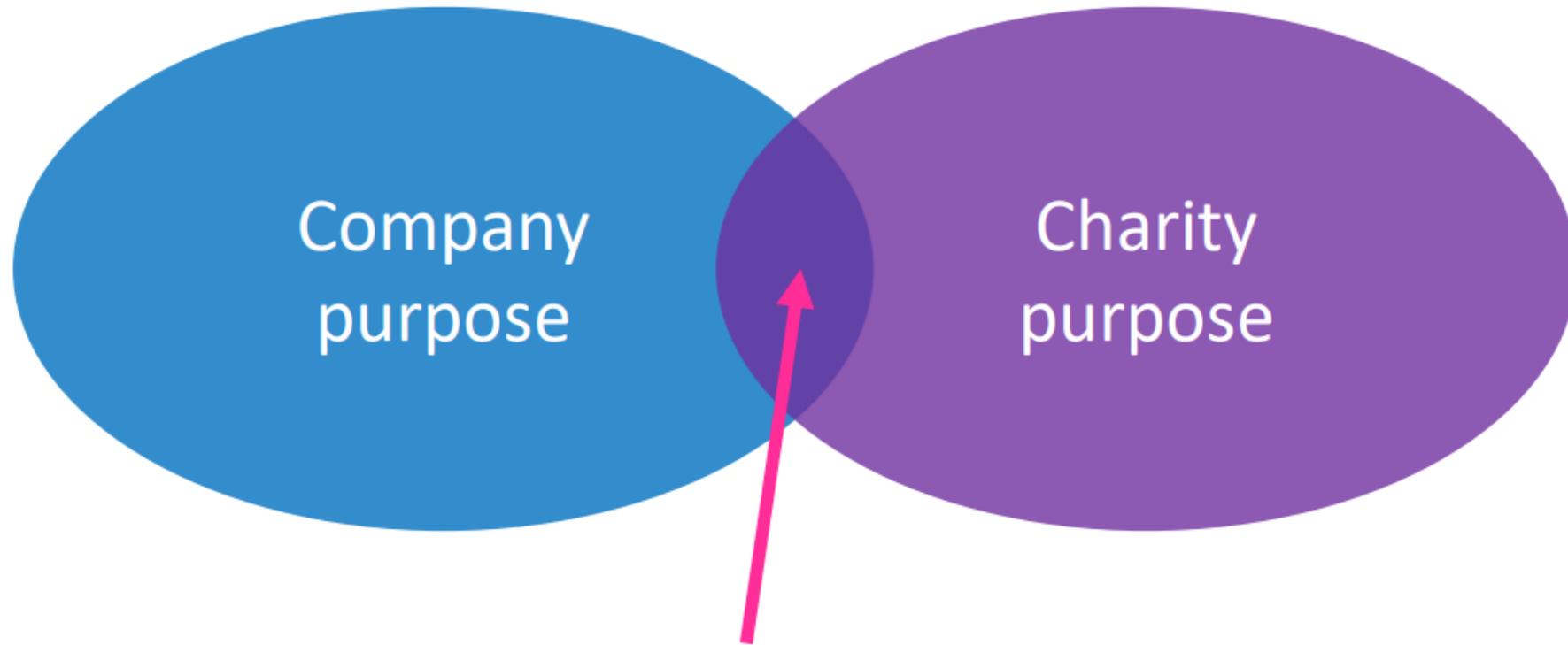


Greater reach – use the business' channels and social reach to reach a new audience and to spread messaging about your cause



Access to skills and resources - pro bono skills sharing, specialist corporate resources etc

Engage companies on shared purpose



This is the good stuff

Potential Partnerships

ROI and business priorities? Value you can offer?

Targeting strategy/ideas

- Local businesses
- Local sports teams
- Housing associations
- Builders/developers
- Head offices
- Dream partner list
- Existing networks
- Contact mapping

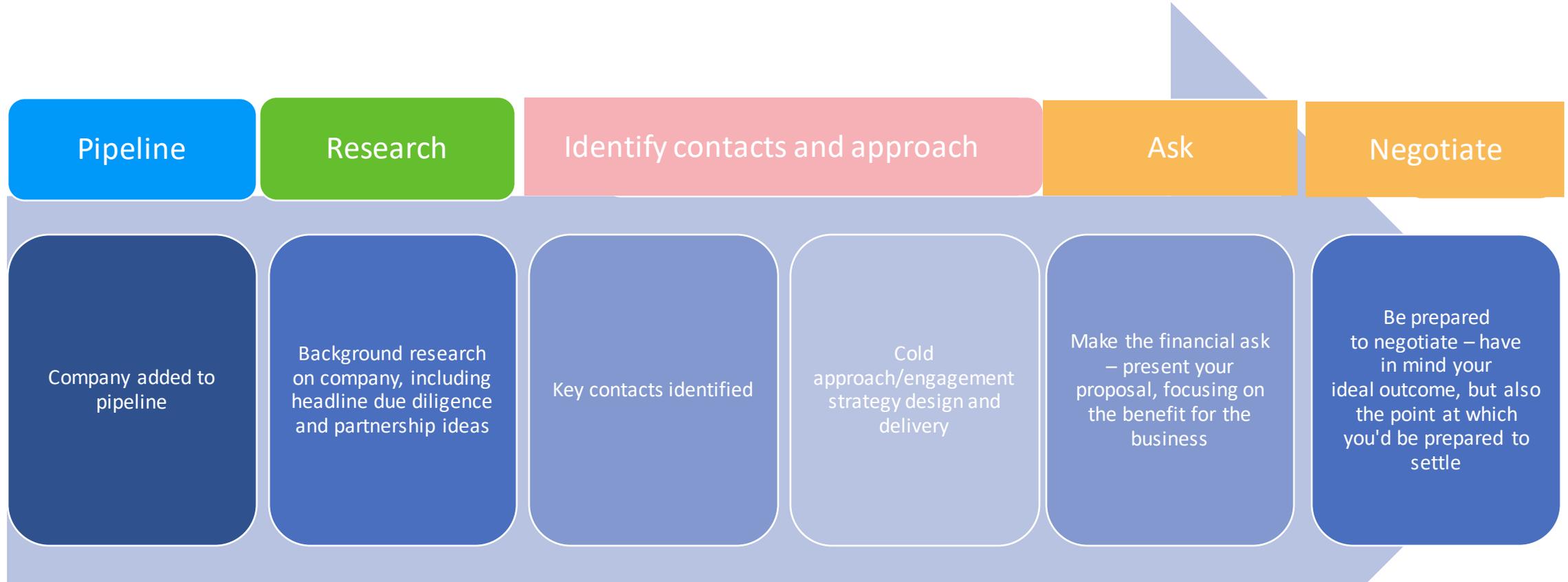
Shared purpose

- Mission statements
- Shared values
- Positive change for nature and people
- Check: website, social channels

Personalised approach

- LinkedIn
- Event invitation/ F2F visit
- Local business networking events
- Do your research
- Cultivate – relationship building (average 8 approaches...but it may be fewer!)

New Business Process



Mitigating Risk:

- **Careful identification of prospects**
 - Shared values, alignment
 - Carbon reduction strategy
 - Credible storytelling
- **Rigorous due diligence process**
 - Ethical screening and verification
 - Finances
 - Policies
 - Environmental risk factors
 - Media coverage
- **Evaluate reputational risk vs potential benefit**
- **Contractual protection**



Beware
greenwashing!

How to build ambitious
corporate partnerships

~~Ask companies for money~~

Offer companies partnership
opportunities that help
solve their problems

Thank you

Any questions?

