

# Community involvement is good for business



## **Milton Keynes Community Foundation has a proven track record of successfully delivering charitable giving and corporate social responsibility (CSR) objectives on behalf of companies with a commitment to Milton Keynes.**

By building a partnership with the Foundation, you can achieve your corporate charitable objectives on many levels. While each corporate relationship usually has a financial contribution at its heart, other objectives may relate to PR or focus on involving staff in community activity.

We can arrange for your staff to visit a community project to see their work for themselves. We can help you draw up your CSR plan, and arrange both formal and informal projects for your staff to donate their time to, and we will keep you and your staff informed about all of our activities through our regular web and newsletters.

Organisations with active community policies develop an enhanced reputation in the community. This can present new opportunities for business, help endorse your brand at a local level, have positive effects on staff morale and employee retention, and attract new employees.

## **Corporate Partnership**

One of the key ways to achieve your CSR objectives is by supporting local charities through becoming a member of the Foundation and making a regular donation to our grant-making programme. You may wish to set up a fund in your name to further enhance your brand and to ensure your giving is directed to local causes you care about most.

Your staff can become involved in the grant making process and for further added value we will help maximise the PR value of your support through our strong links with the local press.

## **Involving your staff**

Staff who take part in their company's charitable schemes, whether by giving time or money, tend to stay with a company longer - they take pride in working for a company that cares about the community. Payroll Giving, is a simple scheme which enables employees to give through their pre-tax salary each month. It's a straightforward maintenance-free way of giving to the Foundation, and a valuable way of helping individuals to be in touch with their community.

## **Just a few good reasons to consider a partnership with the Foundation:**

- Having awarded grants in the city for over 20 years, the Foundation has a thorough understanding of the local VCS. Donors can be confident their giving is directed to well researched and well-targeted causes and needs.
- Benefit from the support of our professional team. We have extensive experience of working on successful corporate partnerships and a solid history of achieving objectives jointly set out with our partners.
- We can help you to motivate and involve your employees by supporting a cause close to many peoples' hearts.
- Your company will get tax relief on any gifts of money, this can also include matching employees' Payroll Giving donations.
- Last but not least, build your brand by associating with one of the area's leading, established and recognisable charities whilst also making a positive impact on your bottom line.

“As a large organisation, we receive numerous charitable requests but don’t have the expertise to deal with them fairly. The relationship we enjoy with the Milton Keynes Community Foundation is therefore ideal. We very much enjoy the partnership with Julia (Chief Executive) and her team, and have great respect for their expertise and integrity. This must be the most efficient and reliable way for a corporate donor such as **Volkswagen Group UK Limited** to benefit the local community.” **Paul Buckett, Head of Press & Public Relations**

**The Volkswagen Group (UK) Limited** are Patrons of the Foundation. They make an annual donation and donate a car each year for our Community Car Raffle.



### Did you know?

95% of CEOs surveyed said that society now has higher expectations of business taking on public responsibilities than it did five years ago.

Source: McKinsey 2007

Employees who are actively involved within community activities are 36% more likely to recommend their employer to friends or family.

Source: Business in the Community and Research International, Employee Engagement Research, 2006.

A quarter of the poll in the MORI study reported that they had advised another person for/against a company because of their corporate responsibility policies.

Source: MORI Report, 2005

86% of employees who agree strongly that their company is active in the local community, feel a strong sense of belonging to their company.

Source: Base 50,000 employees. Major Retailer 2007

“We are proud of the work we have done on the Foundation's website. It's been great to see how Interdirect's support has benefited the community. This really is a win-win partnership that is not only relevant to our business but strengthens our understanding of the needs in Milton Keynes.” **Nick Mann, Managing Director, Interdirect Limited.**



**Interdirect Limited** are Senior Corporate Members of the Foundation. They make an annual donation and they manage and create the Foundation's website as a gift in-kind.



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