

Charity adoptions

Charity of the Year adoption is an increasingly popular concept for businesses and charities alike. They are an effective way for businesses to focus their approach to charitable giving and actively involve employees, whilst helping a charity to achieve greater financial security and enhanced community support.

The key elements of charity partnerships are that the business chooses one main charity to support over a specific time period, usually ranging from one to two years. The partnership is designed to be of mutual benefit and often, although not always, involves the company's staff in some way. With so many options for staff fundraising this can also be a great opportunity for team building or just simply to have some fun!

Engaging with Keech Hospice Care in this way allows a sustainable relationship to build up between your business and the charity. A member of the charity's Corporate Fundraising team will personally manage the relationship, helping you to get started with a launch activity or event, attending your premises to make presentations to your staff, and offering plenty of advice and feedback throughout the entire partnership.



For further information or help and advice about setting up a Charity of the Year partnership, please contact the Corporate Fundraising team on:

Tel: 01582 707957

Email: corporate@keech.org.uk