

## Key benefits

- A charity adoption creates fantastic opportunities for the business to generate positive publicity with a clear message that can strengthen your image, reputation, awareness and competitive edge. This in turn can lead to increased sales and brand loyalty from your customers.
- A partnership shows a clear and public display of commitment from the business to the community. The business is able to state, in an easily understandable way, how they are involved to staff, customers, investors and other stakeholders.
- Adopting one main charity enables your business to take a more strategic approach to community involvement and develop that strategy for the future.
- It's a good way of involving staff in the company's Corporate Social Responsibility (CSR) policies. By doing this, staff can see for themselves how their company's support impacts on the work of the charity, giving them a real sense of pride in the organisation they work for.

*"For CSR to be mainstream, it needs to touch an organisation's workforce. In a very real sense, organisations are their people, and employee involvement is one of the more potent ways of delivering CSR – besides giving some of the most valuable returns through enhanced motivation, loyalty, and staff development."*

Business and Society, CSR report, DTI

- In common with other types of staff fundraising activities, it can be fun! Research by Sainsbury's and the Yorkshire Building Society found that their staff enjoy being involved in the partnership.

## Benefits for Keech Hospice Care

- Charity adoptions can produce unrestricted income with a very favourable 'cost-to-benefit' ratio.
- It can increase awareness of us and our cause. Not only does this help to increase revenue but also ensure people who may need to use our services are aware of the support we can provide.
- It can create opportunities to lever support from other businesses and customers.
- The partnership can provide access to employees as a new market of potential supporters.
- The charity gains an increased track record of working with business. Such experience helps the charity to focus and reduce costs whilst allowing all to benefit more.

## Related Links

- [London Luton Airport](#)
- [Roche Products](#)