



the
wheel

Stronger Charities.
Stronger Communities.

SUMMIT

Croke Park, 23 May

2023

Building Strategic Corporate Charity Partnerships



Denise Cranston, Head of Partnerships Advisory Practice

Building Strategic Corporate Charity Partnerships



Stronger Charities.
Stronger Communities.

23/05/2023

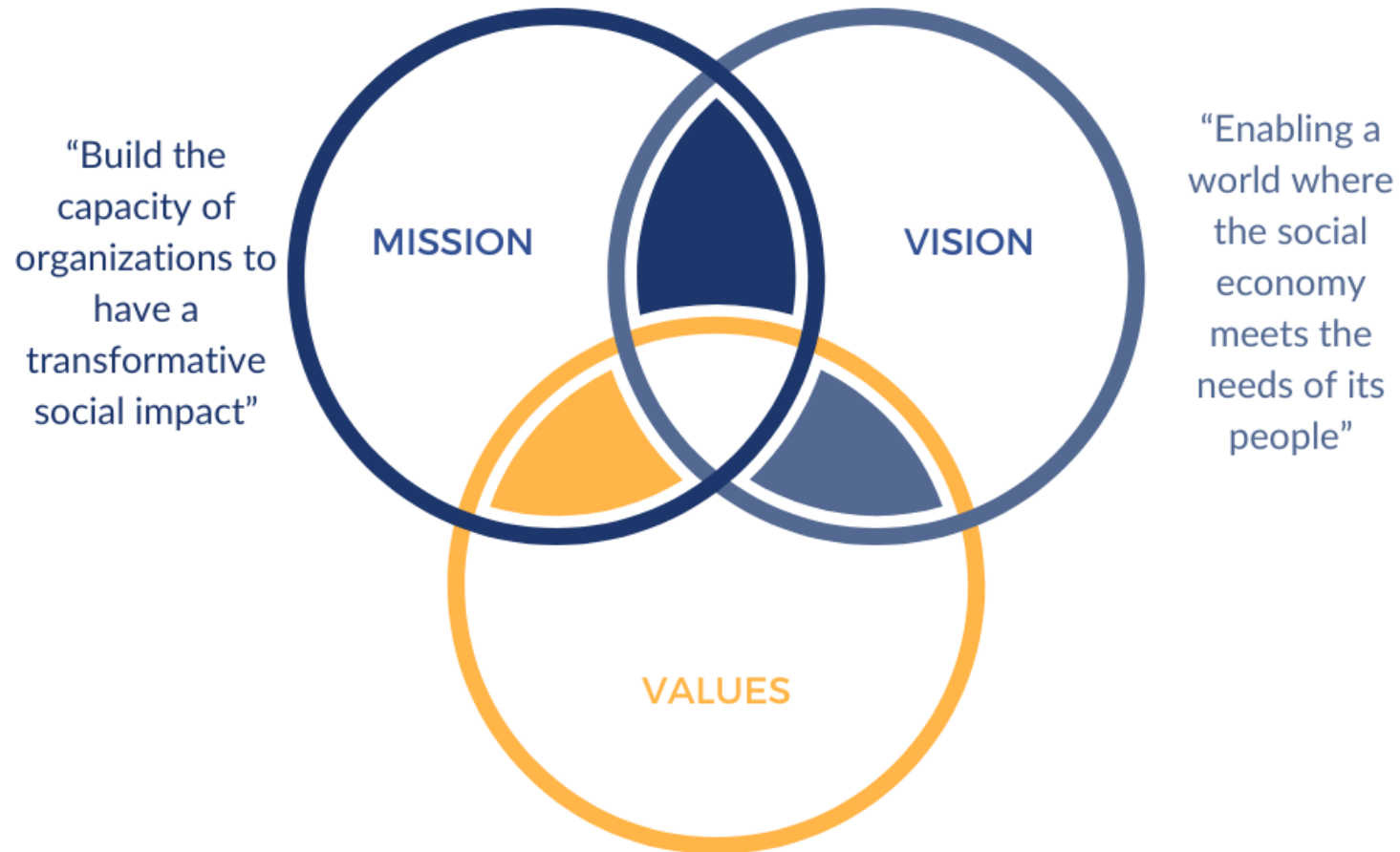
Introduction

We Focus on Transformative Social Impact

31/05/2023

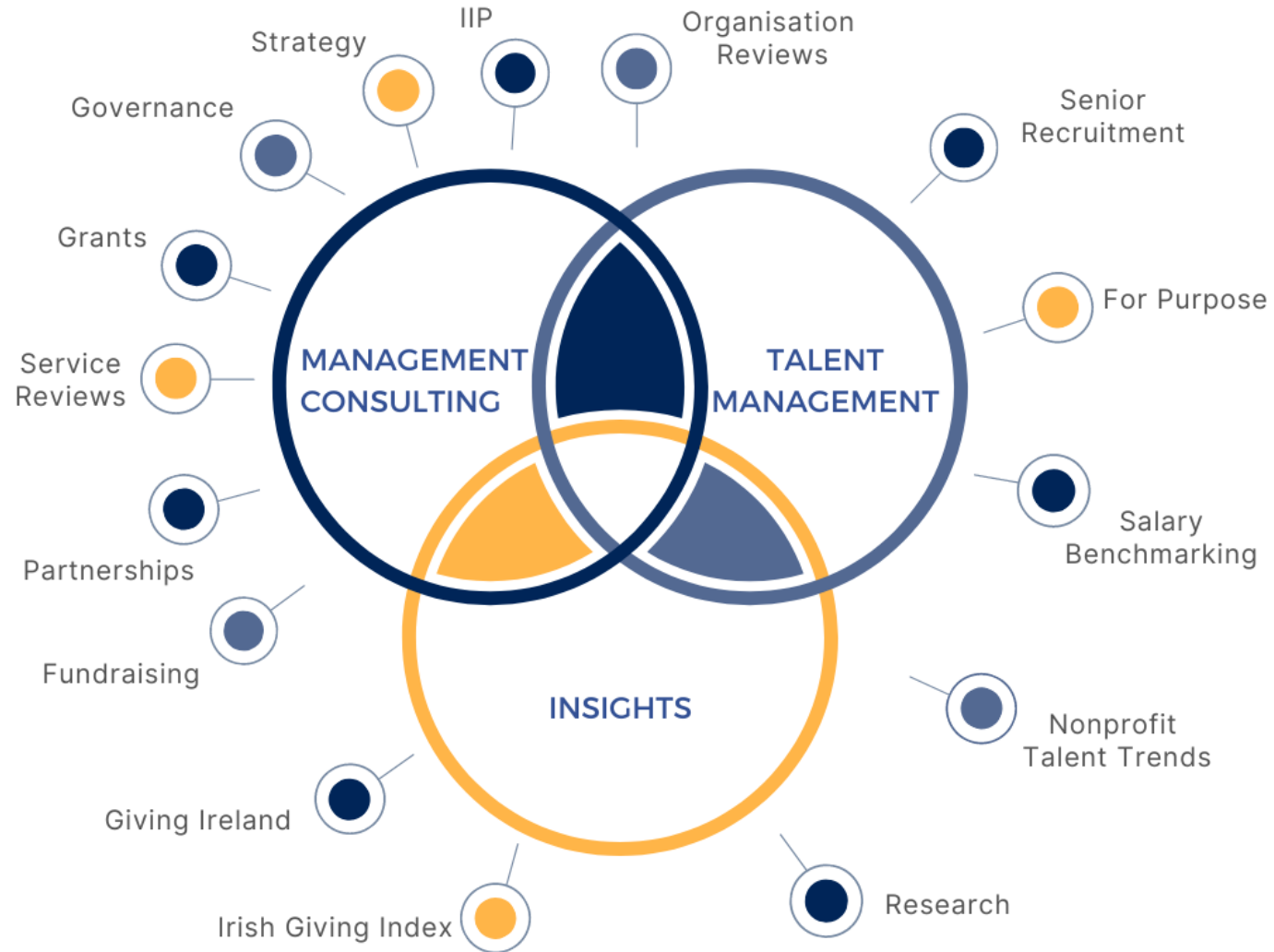


How we enable Transformative Social Impact



Insight | Commitment | Collaboration | Ambition

Our Range of Services



Our Services - by Practice Area



Partnerships
Enabling businesses & charities to maximise social impact



Governance
Collaborate to enable Effective Boards



Recruitment
Backed by 12 month Quality Guarantee



Fundraising
Review, Develop & Implement



Strategic Planning
Clarity to drive your organisation forward



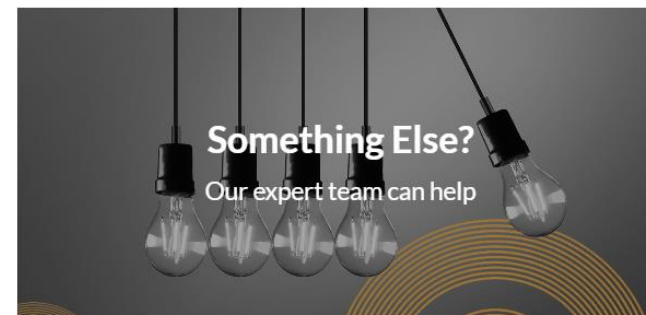
Grant Application Services
Maximise Grant potential & outcome



Organisation Review
Fit-for-Purpose Structure to deliver your Mission



For Purpose
Ireland's Social Impact Graduate Programme



Something Else?
Our expert team can help

Subsectors we work with



Advocacy, Law & Politics



Arts, Culture & Media



Education, Research



Environment



Health



International



Development & Housing



Philanthropy & Voluntarism



Professional & Vocational



Recreation & Sport



Religion



Social Services

Agenda

- The different types of Corporate Charity Partnerships
- The new corporate landscape
- The rise of purpose-led business
- Engaging corporates on a shared purpose
- Panel discussion

The Collaboration Continuum



Source: Adapted from Austin and Seitanidi, 2012


Poll

What type of partnerships is your charity involved in?

Our Partnerships Goal

Is to support business and charities to develop purpose-led partnerships that look beyond the immediate short-term financial results, and focus on building long-term business and societal value, that will create a world in which:

- Business prospers
- Societies thrive
- The environment flourishes

A panoramic view of the Chicago skyline at sunset. The sky transitions from a deep blue at the top to a warm orange and yellow near the horizon. The city's skyscrapers are silhouetted against the bright light, with some buildings showing internal lights. The foreground shows the rooftops and lower buildings of a residential or commercial area.

See the world through a company's eyes
“Understanding the needs of a business is the starting point of any project.”

John Williams

The new corporate landscape



Shift in stakeholder attitudes

Employees
1st the great resignation
Now 'conscious
quitting'

Consumers preferring
products & services
with a positive impact

Critical Investors –
investing for the triple
bottom line

Regulators

Building long-term, **purpose-led** partnerships with charities can be one of the most effective ways for companies to engage employees, attract customers and investors and demonstrate their commitment to creating a better world.

Breakout exercise

Working in pairs discuss:

1. Which of these issues your charity is well placed to support business with.
2. What would your support look like?

SHARE

SHARE

HAAR

An historic global culture shift ...

...is underway to harness the power of business to help address society's greatest challenges and to build a more inclusive economy .



What is a purpose-led business?

Purpose-led: an organisation that places purpose at the core of everything it does and how it operates: using purpose as the compass to guide decision-making and deliver wider stakeholder value.

A close-up photograph of a wooden compass rose. The compass is circular with a wooden needle pointing towards the top. The rose is divided into eight points by black lines. A semi-transparent blue rectangular box is overlaid on the center of the compass, containing the text "What is your purpose?". The background is a light, neutral color.

What is your purpose?

Why has purpose become so important?

- 44% of Millennials and 49% of Gen Z made work choices based on personal ethics.
(Deloitte, 2021)
- Millennials will be 75% of the global workforce by 2025.
- Meaningful content increases digital engagement.



Examples of purpose-led companies

Bank of Ireland

“Enabling our customers, colleagues and communities to thrive.”

Tayto Snacks

“to create moments of happiness for our customers through our snacks and our people.”

PwC

“To build trust in society and solve important problems.”

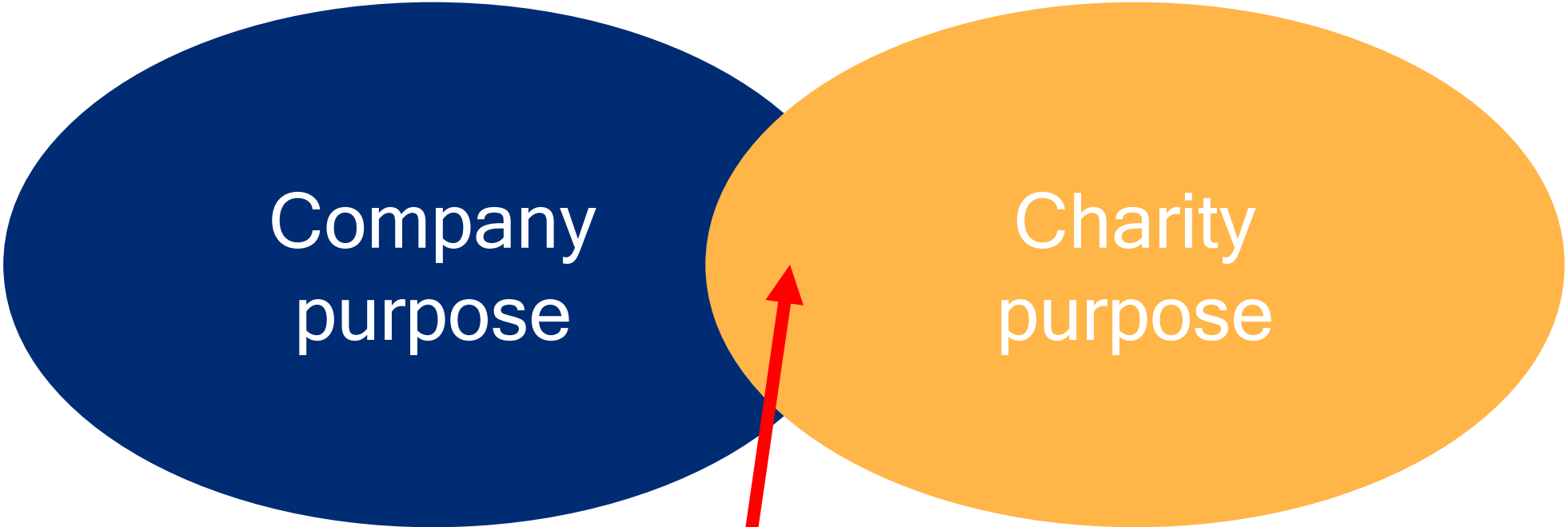
Aviva

“To be with you today for a better tomorrow.”

Diageo

“Celebrating life, everyday, everywhere.”

Engage companies on shared purpose



This is the good stuff

Our shared purpose

weezy



Our mission is to deliver life-essentials, creating ever more happy and spontaneous moments at home.

Every day, we work with incredible people across the globe to ensure that all five species of rhino thrive in the wild.

We both deliver the best life for people and the planet

Our Shared Purpose



Passionate about affordable products that provide breath-taking results

To empower women and girls in Northern Ireland (and beyond) to discover their true identity and purpose so they can achieve their full potential

"We both empower women to glow inside and outside"



The pandemic created a purpose pressure cooker

- Highlighted inequalities in our society.
- Companies want to be part of making things better.
- Charities are best placed to show them the opportunity.

3 Key Takeaways

1. The corporate landscape has changed.
2. In difficult times purpose driven business is even more important.
3. Focus on shared purpose to seize the opportunity.

Case-studies and panel discussion

Wheel Summit Partnerships Panellists

- **Kerry McLaverty**, CEO Lauralynn
- **Joanne Dolan**, Co-Founder Teenturn
- **Sinead Smith**, Head of Responsible Business AL Goodbody
- **Brian O'Neill**, Head of Communications, Sponsorship and Sustainability Aviva



Microsoft Ireland shifts gears for LauraLynn challenge



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Stronger Communities.**

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