

Best Practice Guides

Nominating charities

Recent research shows that, on average, 94% of businesses and charities see corporate partnerships becoming more important over the next few years.¹ Charity partnerships are increasingly forming a central part of companies' environmental, social and governance (ESG) agendas.

Merchants looking to implement Pennies will often have long-standing charity partners and a clear vision of who they wish to support. Other merchants may look to staff and customers to help them decide which charities to partner with.

There is no one rule about what works for a charity partnership, but there are a number of things merchants can consider when building a partnership, and when nominating a cause to benefit from your Pennies donations.

We've summarised some of the key considerations here, based on our experience and our knowledge of the corporate and charities sectors.



email info@pennies.org.uk | call 020 7600 9286
visit pennies.org.uk | follow [pennies_organisations](https://www.facebook.com/pennies_organisations)

Pennies is a registered charity in England and Wales (charity no. 1122489) and the Republic of Ireland (charity no. 20106331).

Align your values

Aligning values doesn't have to mean nominating causes with an overt link to your services or products. It just means considering where the missions of your business and your charity partners intersect, helping ensure staff and customers are invested in the partnership, and ultimately helping to raise more funds.

Restaurant chains Zizzi and The Stable have both recognised the link between poor mental health and high-stress working environments in the hospitality industry, addressing this through partnerships with The Mental Health Foundation and Dorset Mind respectively.

Their Pennies fundraising runs in tandem with mental health training and resources for staff, creating a mutually beneficial relationship for charity and retailer.



Drake & Morgan have taken a similar approach with their support for cancer charity Maggie's. Their mission is to create inviting, social and engaging bars & restaurants where friends, family, and colleagues can meet. This ethos is at the heart of Maggie's' too, whose cancer centres are designed around a central kitchen table, creating a calming, social space where cancer patients and their families can meet and find vital support.

¹ C&E Corporate-NGO Partnerships Barometer 2019

Link causes to your brand

You may wish to nominate a charity operating in the same space as your company, building a direct link between business and fundraising.

Bupa Dental Care's support for oral health charity Dentaaid and Evans Cycles' support for Cyclists Fighting Cancer are two examples of merchants whose nominated charities resonate immediately with staff and customers. Bupa saw a 117% increase in donations the week they began supporting Dentaaid with Pennies, thanks in part to improved point of sale comms highlighting the relevance and impact of donations.

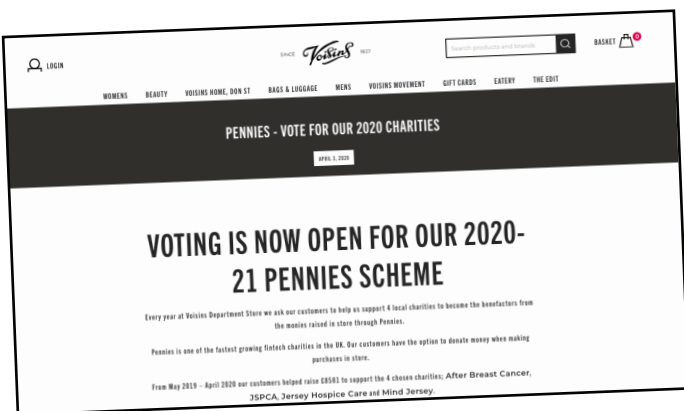
Similarly, Medivet's partnership with Pennies raises funds for their rhino protection initiative with the Wilderness Foundation in South Africa, a cause as relevant to staff as it is to animal lovers visiting veterinary practices with their pets.

Retailers can support their own registered charities with Pennies too. Wolves and Fulham FC raise funds for their foundations, building better lives through sport, while The Screwfix Foundation uses micro-donations made via the Screwfix website to improve community facilities across the UK.



"Record-breaking donations have helped us to support so many more community charities and not for profit organisations. We'd like to say a huge thank you to all of our customers and colleagues for allowing us to award these fantastic charities."

John Mewett, CEO, Screwfix



Involve staff and customers

You can build engagement with your charity partnership from day one by asking customers and staff to vote on which causes the business should nominate to support with Pennies.

Topps Tiles colleagues voted Macmillan Cancer Support as their company-wide charity partner in 2013, creating a strong base from which they've introduced a wide range of staff fundraising and customer-facing initiatives, including Pennies. Voisins department store in Jersey chooses

four new Pennies charity partners every year, asking customers to nominate charities for consideration, then opening it up to a customer vote online and publicising in local media.

Respond to your community

Retailers may wish to nominate charities for more complex propositions, in order to support local causes or to respond to crises and appeals.

Motor Fuel Group supported 20 regional air ambulance charities across the UK when they first introduced Pennies, while garden centre chain Notcutts allows each of its 18 stores to nominate a different charity partner to benefit from their customer micro-donations at the till.

Many retailers have taken advantage of Pennies' flexibility to campaign and raise funds for timely causes too, including Adnams supporting flood relief efforts in East Anglia, and Holland & Barrett supporting NHS Charities Together during the COVID-19 crisis.