Practical Insights:
How to ask businesses for money?

The Charity Perspective: Gordon Steele – Chair, Pollinator Project

The Business Perspective: Alexa Moore – Specsavers Brand Reputation Lead

Fundraising from companies

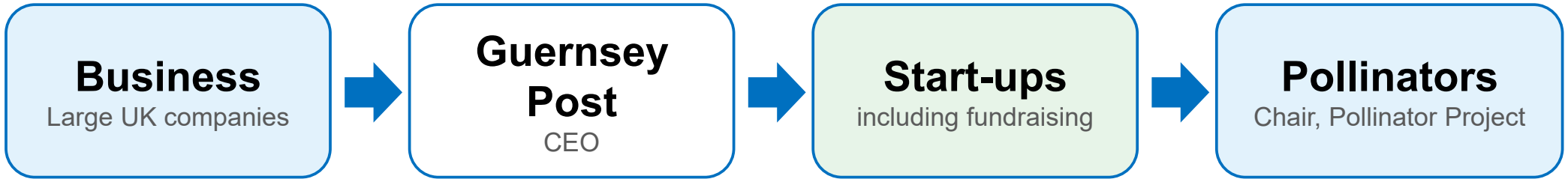
The charity perspective







Who am I?



“Have you got a couple of hours to help me with something?”

Back to being seven — jam jars full of caterpillars and minnows

Why am I doing this?

Push
my boundaries

Share
what works

Network
build mine too

Understand
Specsavers

I’m already demonstrating the process…

networking • connecting • understanding the company

So here's my pitch…

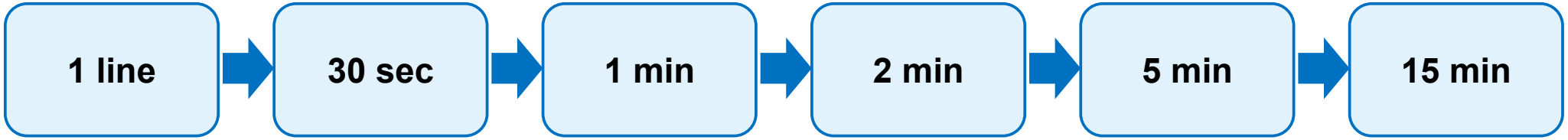
PURPOSE

Make a positive practical difference to Guernsey's nature

Habitats	**Pesticides**	**Engagement**	**Science**
protect & enhance	reduce use	why pollinators matter	use & work with it

To get stuff done!

You need a pitch. Actually, several.



Your pitch is about your organisation

It’s not about you — and it’s not an ask for money

GOAL
Get the next conversation

Getting ready

What can you do for the company?

Community
put something back

Report
a visible story

Brand
positioning & profile

People
recruitment & engagement

Are you ready to prove it?

Case studies

Photos

Graphics

Media

Social stats

Prospecting

Calendar
funding rounds

Watch
who funds whom

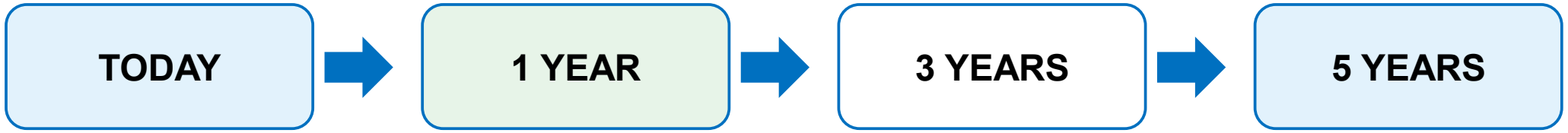
Triggers
M&A • jobs • anniversaries

Look wider
UK & sector sources

You can be opportunistic. We absolutely are!

RULE
Match the effort to the opportunity

Prospecting is not a one-off exercise



new contact • new job • new strategy • anniversary • M&A • commitment ends

Today's "no" isn't necessarily tomorrow's "no"

Prospecting is quietly going on all the time

Right. It’s time to find some money.

Letter
introduction

Pitch
different lengths

Presentations
different audiences

Business case
strategy & goals

It’s a toolkit. Choose what fits the opportunity

VISUAL LIBRARY
Good photos • graphics • screenshots • coverage

How much do you ask for?

COST
What does it cost?

FUND
What do they want to fund?

VALUE
What is it worth?

+ 10%
cost of running the charity

“PARK BENCH”
Sometimes they want a thing

You need to be ready to deliver

AI
structure • research • challenge • draft

YOU
localise • relate • present

Confidence comes from the team behind you

- **Education**
- **Finance & CoSec**
- **Specialists**
- **Wider team**

Sometimes the right decision is not to chase the opportunity

Don’t measure every meeting in £s

£20
support

£250
support

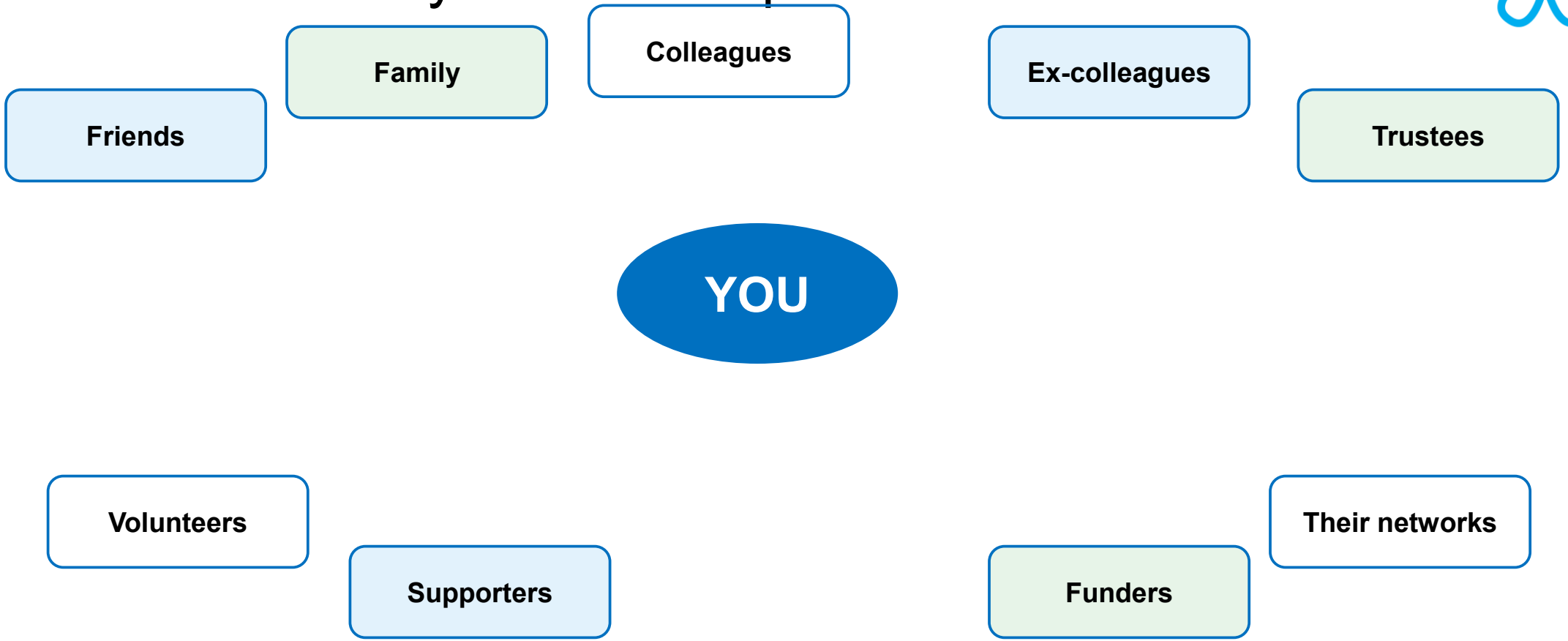
INTRO
next person

MEMORY
they remember you

A professional pitch and another conversation can be a great result

SUCCESS
isn’t always a cheque

Your network is your most important resource



You don’t need to know the funder

You need to know someone who can get you into the next conversation

Mea culpa — we don’t always get it right

We’ve been slow to respond

We haven’t always followed through

We’ve changed our minds

We’ve had big plans that never quite happened

You don’t have to be perfect

We’re a little charity doing our best

Final thought



Alexa Moore

Specsavers, Brand Reputation Lead

Specsavers





Specsavers-run creative bootcamp helps students hone design skills

More than 60 Guernsey students have participated in this year's Creative Roots bootcamp – a work-based learning programme designed to help arts students gain knowledge of and experience in creative careers.





Wednesday 1 May 2024 GUERNSEY PRESS guernseypress.com/news NEWS 7

Specsavers lends its design team's flair to new homeless charity

GUERNSEY'S new homeless charity has launched its new website to advise on existing support services available to people at risk of homelessness while it recruits its team.

At Home In Guernsey was launched earlier this year by the Guernsey Community Foundation with financial and professional backing from Specsavers among its supporters.

Specsavers' in-house creative team has created the charity's new branding and produced the website. Three designers worked on logo ideas to present to the charity's board, with junior designer Bronnie James's concept being chosen and progressed into the finalised visual identity.

Bronnie used negative space to create the silhouette of a house, outlined by two figures with outstretched linking hands. Colours were chosen with a nod to traditional Guernsey green.

"I was very humbled to have the opportunity to work on this much-needed new charity and very happy to learn my logo has

"The secure feeling of being safe at home is one which should be experienced by everyone. When planning the design my priorities were to include human figures in a stance which symbolised a welcoming, caring nature.

"It was important to also show the charity's aim to help people find secure housing, which is signified by the linking of their arms to create the apex of the roof."

Jane St Pier, the newly-appointed chairwoman of the charity, said: "With having Specsavers as our principal sponsor we are also lucky that some of its team are also offering their expertise to help get the charity off the ground. The proposals on branding were all excellent and we were very grateful for the effort that everyone put in.

"With Bronnie's logo we liked the use of negative space to represent the hidden nature of the problem, but most of all we liked the way the logo conveyed a sense of friendliness, inclusion and approachability, which all



Motivation

- 65% of consumers believe it is a company’s responsibility to give back to communities
- More than half (54%) say they have a duty to improve their local communities
- 84% say it is important that a company supports charitable causes.





Recruitment and retention

- Third of job seekers look for firm with charity/ volunteering programme.
- More than half (51%) of employees felt more loyal to an employer who gave to charity
- This jumps to 65% of 16-24 year olds
- More than half of millennial and Gen Z workers make career decisions based on a company’s values and culture.

So how do you get their attention?

1. Don’t be shy

2. Be bold (but give us options)

3. Tell us a story

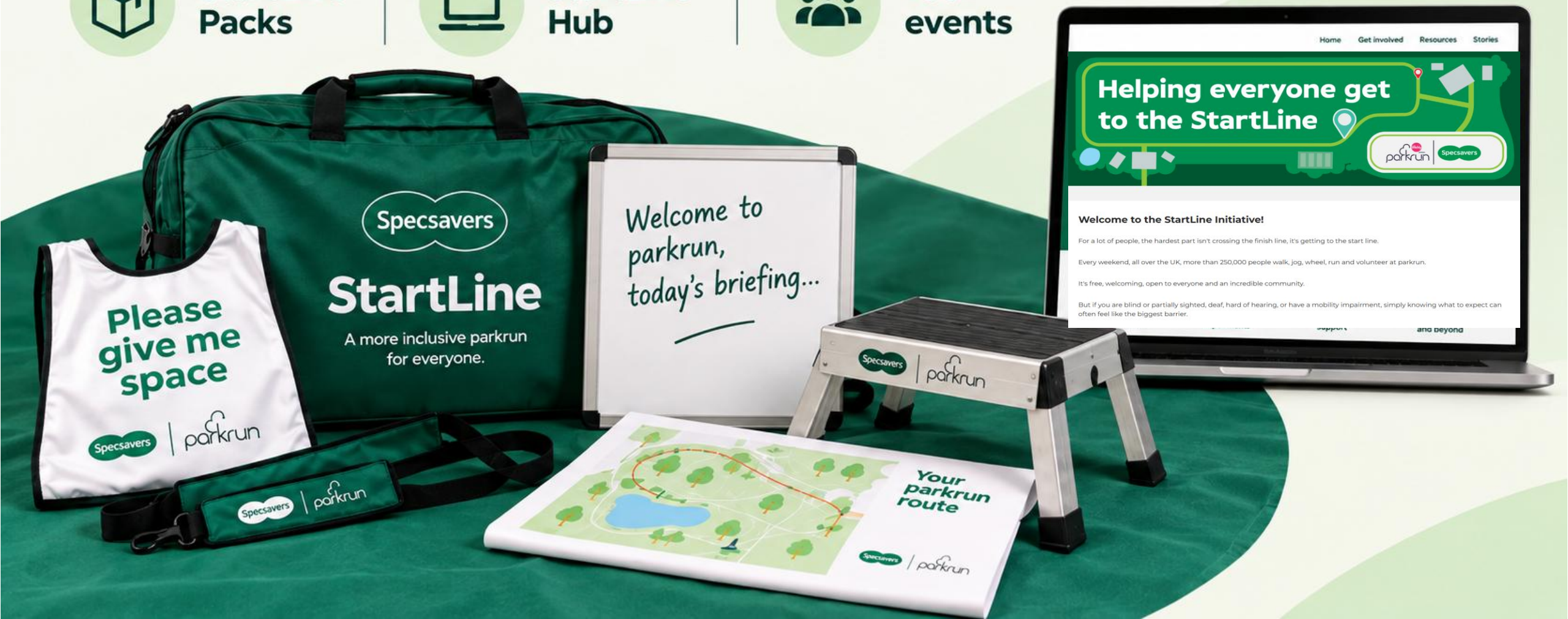
4. Do your research

StartLine is live...



Practical support
at parkruns across the UK

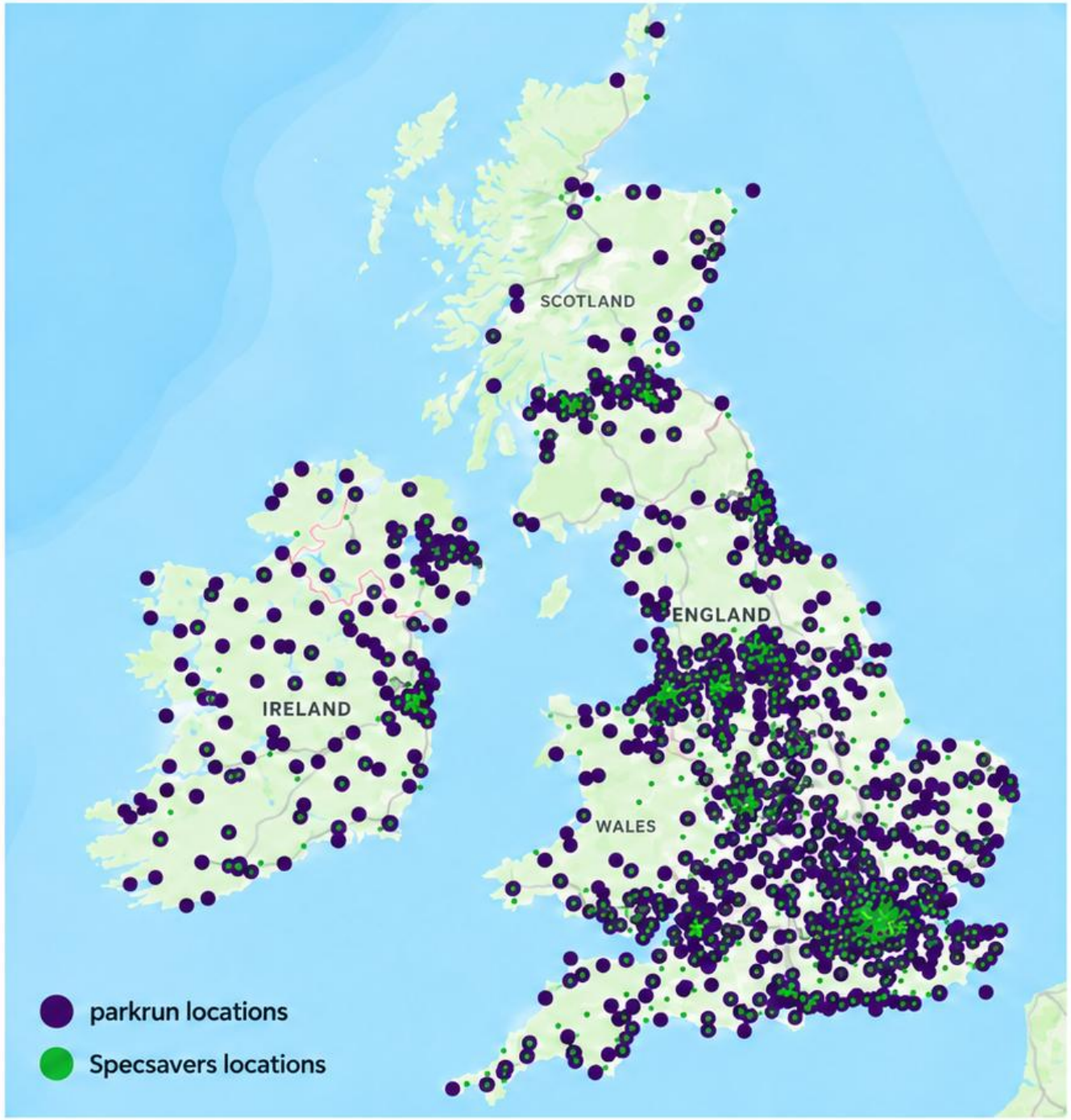
StartLine Packs | **StartLine Hub** | **100+ events**



Thanks again for the opportunity to test the kit. Overall it was a big success and **SpecSavers received a round of applause** from our 384 participants and 30 volunteers today.

Kind regards
Chris

Chris Davies
National Coordinator for Wales – parkrun
07807851366



100% of stores in the first wave signed up within an hour.

Demand for StartLine Packs is already high.


Stay in Motion
On your marks.
Get specs...
parkrun
Ormeau


Specsavers


parkrun
VOLUNTEER
Specsavers


100


Should've remembered my barcode again


Guide
Runner