

Responsible business – how to get it right

Do you want to be a responsible business that:

- makes a real difference?
- is a charity partner?
- and is in it for the long term?



1. Research the cause you want to support and pick your theme carefully. Will your actions really make a difference? Quartet Community Foundation can help you find information on local social needs and how they are changing.
www.quartetcf.org.uk/report/
2. Give generously and be altruistic – pleasing the FD isn't part of the CSR mission. Support causes and take action because you want to make a difference, not to add to the bottom line. If the money donated comes from your employees, don't claim it as corporate giving!
3. Your £ spent with a small local cause can have a huge impact. Once you've chosen your cause, support them for the long term – knowing they have your support for three years is transformational for a small local charity.

You are powerful to local charities and community groups so use your power wisely. This is not a business deal – it's ok to let your charity partner "win"! They are the experts in tackling need so do what they know is needed, not what is exciting for you.

Do you want your people to be great at volunteering? Then:

- Use their skills. Don't send lawyers to paint walls at a shelter for homeless people – let your people use their skills and talents;
- Don't abuse charities' kindness (and desperation to gain your support) by using them for fun team building days out of the office...unless you are prepared to pay the charity for organising the day out, just like you would pay a corporate events company;
- Ensure people use their time off for volunteering by making it part of your CPD that people are expected to complete their volunteering hours each year.