Involve your employees in the right corporate/charity partnership and you’re almost guaranteed to raise engagement as well as funds.

By Sue Kidd

With just three UK-based employees, the Sabre Charitable Trust would hardly rank in most people’s minds as a big-hitter. Yet it has achieved some astonishing milestones, both in terms of its ground-breaking education work in Ghana and its ability to forge corporate partnerships that have a real impact on everyone involved.

WORLD-CLASS COMMUNICATIONS

Improving lives and workplace performance across the globe: We reach more people worldwide than any other specialist IC agency.

Join our community and keep in touch with IC’s latest news and views...

Twitter: @HeadlinesComms
Linked In Company Page: Headlines – The Internal Communications Agency

For more information, contact Carmen Lothian on: +44 (0)1908 398367
CARMEN.LOTHIAN@HEADLINES.UK.COM  WWW.HEADLINES.UK.COM
CSR

RAISING YOUR GAME

recruiting volunteers to support the partnership, good IC employees to have a voice in choosing the charity, to make a huge difference. What’s important to us is choosing our partner charities wisely. “Choosing the right partner is pivotal when contemplating new projects,” explains Sabre’s Managing Director Dominic Bond. “A private sector partner that can focus the combined knowledge and skills of a global workforce towards solving a particular challenge can be very powerful in helping a small charity punch above its weight.”

He adds: “A clear and strong engagement of staff, who are able to invest their energy into a tangible project.” Hayley Gryc, Project Manager, Arup International Development, agrees the association with Sabre has had a positive effect on the company and its employees. “Collaborating with local stakeholders, we’ve created a kindergarten model that can be adapted throughout the country to vastly improve access to education. We’re also supporting other charities close to where we’re located in Uganda, the UK, Ireland, Kenya and South Africa,” continues Stephen. “These charities range from helping homeless people and offering mobile medical clinics to improve access to medical facilities to providing guidance and counselling services for 16-19-year-olds to make them more employable. In Tullow people are constantly doing big challenges to raise money for charity,” adds Stephen. “The Tullow team want to challenge themselves and if there is an opportunity to raise awareness and money, they will not miss it. That’s why it’s important to us to choose our partner charities wisely.”

Top tips for using IC to get the most out of charity partnerships

› Set up a network of charity champions.
› Brainstorm engaging ways to tell the story of the charity internally.
› Make people aware of the work the charity does and how your partnership is making a difference.
› Give people the chance to get involved then share their successes and show the company is behind them.
› Use internal and external social media channels to share news of the partnership to build engagement within your organisation as well as your external reputation.

In a decade, that charity has gone beyond its founder’s vision of training teachers and building schools for disadvantaged Ghanaian children. Through its Brighter Futures programme, Sabre is transforming Ghana’s early education system, supporting the implementation of the Ghana Education Service’s five-year operational plan for kindergartens. It also beat off competition to win a Third Sector Excellence Award in 2013 for its partnership with global professional services firm Arup.

“Choosing the right partner is pivotal when contemplating new projects,” explains Sabre’s Managing Director Dominic Bond. “A private sector partner that can focus the combined knowledge and skills of a global workforce towards solving a particular challenge can be very powerful in helping a small charity punch above its weight.”

He adds: “A clear and strong engagement of staff, who are able to invest their energy into a tangible project.” Hayley Gryc, Project Manager, Arup International Development, agrees the association with Sabre has had a positive effect on the company and its employees. “Collaborating with local stakeholders, we’ve created a kindergarten model that can be adapted throughout the country to vastly improve access to education. We’re also supporting other charities close to where we’re located in Uganda, the UK, Ireland, Kenya and South Africa,” continues Stephen. “These charities range from helping homeless people and offering mobile medical clinics to improve access to medical facilities to providing guidance and counselling services for 16-19-year-olds to make them more employable.

In Tullow people are constantly doing big challenges to raise money for charity,” adds Stephen. “The Tullow team want to challenge themselves and if there is an opportunity to raise awareness and money, then that makes a huge difference. That’s why it’s important to us to choose our partner charities wisely.”