

**BUSINESS
IN THE
COMMUNITY**

Business Support to Local Communities

www.bitc.org.uk

Business in the Community

Michelle Brannen

Regional Programme Manager NE

Business in the Community

Maxine Gardner

Business Connector Blyth & Ashington

Who are Business in the Community ?

The Prince's Charities

- We are one of The Prince's Charities, a group of not-for-profit organisations of which The Prince of Wales is President.
- We are a business-led, issue-focused charity with more than 30 years' experience of mobilising business.
- We engage thousands of businesses through our programmes driven by our core membership of over 800 organisations from small enterprises to global corporations
- We work locally, nationally and internationally through a network of partners worldwide

Broker between Business and Charity's

- Areas covered from Berwick – Redcar
- Select projects to offer Businesses from their brief
- Check IMD ranking – to achieve 80% of activity in bottom 20 - 20% in bottom 10
- Site Visits
- Risk Assessments
- Attend on the day of the challenge
- Post evaluation
- Help to maintain sustainable relationship between both party's

So how can business support your organisation ?

- Gardening
- Painting
- IT support
- Business Planning
- Marketing
- Financial Guidance
- Trustees or board members
- Mentoring

Building sustainable relationships

How to build a sustainable relationship ?

- Businesses are encouraged to get involved through physical team challenges to begin with
- Introduction from charity to business volunteers before challenge begins to discuss what you do and what you need
- Enables businesses to understand your organisation
- Plants seed for thought on how individuals can get involved within your organisation
- **DON'T ASK FOR FUNDING AS FIRST CONVERSATION**

Getting Your Organisation Prepared

In order to support your organisation businesses will ask

- What are your organisations needs? - **needs analysis**
- Business plan - is it updated? - **working document**
- Achievable targets i.e. Funding - **small goals**
- Clear objectives in place? - **involving your trustees**
- Have you have thought about risk management ? **limited staff resources – long term sickness**
- How are you marketing your organisation ?–**what is currently in place**
- Board Members? **Are they fit for purpose**

Business Connectors



Business Connectors – What we do

Trained and supported by BITC, Business Connectors:

- Meet community and voluntary organisations to establish their needs
- Meet local businesses to identify support (knowledge, skills, time and resources) they can provide to the voluntary sector
- Facilitate and support partnerships between community organisations and businesses to promote employability
- Work in collaboration with Regional Manager BITC to achieve as many tasks as possible for the organisation

Areas covered

Northumberland

Blyth and Ashington

Maxine Gardner – Seconded from DWP

Newcastle

Walker & Byker

Terry Nicholson - Seconded from DWP

Employee volunteering Physical challenges

Michelle Brannen- Regional Programme Manager NE, Business in the Community

Tel: 0191 2946033

Michelle.brannen@bitc.org.uk

Individual volunteering support

Maxine Gardner - Business Connector for Blyth and Ashington
Business Connectors Programme

Tel: 07521 304040

maxine.gardner@bitcconnect.org

Thank you

GET IN TOUCH !!