



COMPANIES AND COMMERCIAL

COMPANIES

- corporate giving
- employee giving
- secondment of their staff to help you
- equipment

EARNED INCOME

- community enterprise
- sale of charity products
- sale of expertise

Advantages of Commercial/Companies

- Your earned income can cover organisational/core costs.
- Local business support validates your work.
- Companies usually looking to be involved in community and support local causes.
- Companies like publicity.
- Simple processes, if you can reach the decision-maker.

Disadvantages

- Some companies' methods/reputation may damage your good name as a charitable organisation.
- Donations often small.
- Local store managers often have little/no discretion to give.
- Beware sponsorship or marketing 'deals' - be sure you get a fair return for your efforts.