

NSPCC



Make a world of difference for local children

How to run an NSPCC business group in your area

EVERY CHILDHOOD IS WORTH FIGHTING FOR



Welcome

You've taken a first step towards making a real difference within your community.

Not only will fundraising for us help your business raise its profile, but you'll also build a network of other passionate business people – people who know how to influence their communities, and want to do so to help make a difference for children.

And you'll get there by setting up an NSPCC business group. In this booklet you'll find all the information to power up, produce and run one in your local area, answering questions like: what are its objectives? How do you set it up? What are its roles and duties? And how does it benefit you and your company?

Sound exciting? We think so too.

Read on and find out more.



What difference can a group make?

Around 90 per cent of our income comes from donations, not the government.

When you depend on this level of generosity to exist, you have to work harder, think smarter and achieve more for every child across the UK. It's not an easy fight, but thankfully, we're not fighting alone.

Look at the NSPCC business group in Colchester. It was formed in May 2008 by Katie Skingle, a local businesswoman who wanted to raise money for local children.

To get there, she first partnered with other business people from 10 local businesses. They started to meet once a month, to talk about ways to engage their community, a town with a rich military history. Like any group working together with a clear goal in mind, they knew that going about it in the wrong way could waste time and risk failure.

What could they do to successfully engage the people of Colchester?

They came up with the Emerald Ball: a night entertaining the town with casino tables, stilt walkers, an auction, as well as dinner and dancing.





Looking back, Katie was delighted: “It was a huge success and everyone had great fun.”

In fact they had so much fun they started to run the event annually. Each year it beats its previous fundraising target. And now, it’s one of Colchester’s biggest social events on the calendar: last year it attracted more than 200 guests, and raised more than £5,730.

And not only that, but following this success in Colchester, new business groups formed in Havering, Ipswich and Chelmsford.

These groups aren’t just about money and numbers.

They’re a way to inspire people, towns, whole communities to make a world of difference for local children.



What do businesses get out of it?

Being a member of a local business group has many benefits. For example, it can lift up your business, fire up your people, and open up your network of support:

Your business

- Build positive PR by working alongside the NSPCC national brand.
- Give something back to your community.
- Work toward any corporate social responsibility policy.

Your people

- Motivate your staff and encourage team building.
- Reach new audiences by showing you care.
- Build a network with other passionate business people.

Your support

- Integrate into our family of supporters and practitioners.
- Get support from existing Business Board ambassadors.
- Find business to business opportunities within the community.





What's the focus of one of these groups?

Fundraising. All business groups help organise local fundraising. This work makes a huge difference to local children and their families. It means we can reach out and keep more children safe than ever before.

What are the main objectives?

When it is set up, the group's members pledge to work toward these objectives:

- You want to help end child cruelty by raising vital funds for the NSPCC.
- You want members to meet new contacts and build new networks within their local area.
- You want members to develop a powerful and compelling case to gain support from local businesses.

What's involved in being part of a group?

So that the group can do its best for children, the members would have certain special responsibilities.

- To help the charity enlist and engage supporters: the members would help make introductions to their personal contacts.
- To build support within their networks: the members would advocate and endorse the NSPCC's local case. And they would also represent the NSPCC in the local business community.
- To find people, ideas and opportunities for the group, fundraising events and the NSPCC: the group would work together with their resources.

Who can be in a business group?

To be successful, a group needs passionate individuals who are motivated by our cause. People who want to work with similar people. People who want to end cruelty to children. This is the most vital, the number one characteristic.

Along with that mindset, each member should also ideally be influential and have strong networks within their local area. Of course, this is because the group's goal is to build support there. Doing that requires those networks, but it also requires another thing – a little space in the calendar.

Each member must be available to meet and work so obviously we're looking for individuals who've got the time for this. Typically, that would be around one meeting a month and around 20 hours for a specific fundraising activity.





Once you've met passionate people with those traits, it might be helpful to offer two types of membership, depending on how much time they can give:

- Committee members who attend monthly meetings, discuss issues and events, and help plan and organise events.
- Associate members who attend meetings as and when they are available, and who use their contacts to support and promote events.



Three key roles

The chair of the business group:

- provides leadership and direction for the Business Board
- sets financial targets and monitors their progress
- works closely with an NSPCC Community Fundraising Manager
- attends NSPCC local Business Board meetings.

The treasurer of the business group:

- helps the chairman with the management of the Business Board, particularly with annual fundraising targets
- maintains bank accounts on behalf of the Business Board
- acts as the financial adviser to the Business Board
- accounts for all the money raised by the Business Board.

The secretary of the business group:

- arranges and attends regular Business Board meetings
- gives the Business Board supporters any information that's relevant to volunteers
- manages the agenda for the both regular and annual Business Board meetings
- sends out invitations to the Business Board annual meeting
- keeps a correct record of the Business Board meetings, and of minutes, names and other necessary files.



What sort of fundraising events should we run?

Get ready to take over the local area. Your business group would manage local fundraising events with support of local businesses.

These events have been all kinds of things in the past. Such as:

- black tie balls
- quiz nights
- film evenings.

And they're often a great source of success. Such as the Colchester business group who have been running the Emerald Ball, as mentioned earlier.

Stewart White, from BBC's Look East was guest of honour last year. He said: "Anybody who was there will tell you it was a great night out. But the most important thing was that we raised so much money for such a good cause. To everybody who organised the event, or donated prizes, a big thank you."

There's no reason why your event can't be just as big news. And to give you a good shot, our team is here to help you with materials for putting ideas together, sorting out branding with email signatures, and setting up successfully on the final day.

Contact your Community Fundraising Manager for access to these materials.





How the money you raise could help our vital services

Around 90 per cent of our income comes from our supporters. That includes you and the work your business group would do in the community. And however much you raise, you're giving safety to a child who really needs it.

£550 could give one primary school's children the knowledge to protect themselves from abuse, by covering the cost of our Speak out. Stay safe. programme to visit them.

£1,600 could pay to recruit, train and support a new Childline volunteer

£12,000 could pay to run the NSPCC helpline for one day.

£30,000 could pay to run Childline for one day.





**What is an NSPCC business group?
What are its objectives? How do
you set it up? What are its roles and
duties? And how does it benefit you
and your company?**

**This booklet answers all these
questions and shows how you and
your community can help us make
a real difference for children.**

