

f *fundraising*
ireland



Charity Partnerships

Lorna Liggett

Community Affairs Manager



Charity Partnerships

- Home Retail Group is the UK's leading home and general merchandise retailer
- Home Retail Group employs approximately 51,000 people
- Home Retail Group's distribution infrastructure handles over 400 million individual products per year



Charity Partnerships

- Argos is the UK's largest general merchandise retailer and is a unique retailer recognised for choice, value and convenience
- Argos sells over 17,000 general merchandise products for the home
- 17 million UK households, representing around two-thirds of the population, have an Argos catalogue at home at any point in time



Charity Partnerships

- Argos has 36 stores in ROI
- Argos opened its first stores in the Republic in January 1996 in Limerick, Nutgrove and Dublin
- Argos is already one of the largest retail employers in the country with around 1,200 employees
- There is now an Argos catalogue in approximately two-thirds of all Irish homes



Charity Partnerships

- Homebase is the UK's second largest home improvement retailer and is recognised for choice, style and customer service
- Homebase sells over 30,000 products across the wider home enhancement market
- Homebase serves over 70 million customers per year through more than 300 large, out-of-town stores

Charity Partnerships

- Homebase has 14 stores in ROI
- Homebase opened its first stores in the Republic in January 1990 in Dublin
- Homebase employees around 650 colleague in the country

Charity Partnerships

- The UK has a long history of corporate charitable partnerships
- Corporate businesses report and measure their success and impact in line with competitors
- Investors, customers, and employees expect us to support the communities in which we operate



Charity Partnerships

- Clear objectives/focus
- Clear messages
- Measurable impacts
- Lasting legacy
- Fun, engaging and interactive activities
- Positive messages
- Strong communication



Charity Partnerships

- Who is your partner
- What are their challenges/opportunities
- What are their objectives
- What are their expectations
- Get to know each other
- Appreciate both parties have other focuses



Reporting

- Tracking donations is crucial
- Clear indication of where and how the money was raised
- The impact of what the money will do and the difference it makes
- The lasting legacy which shows real tangible difference
- Ability to track year on year comparison



UK vs ROI

- Whilst we speak the same language we say things differently
- Our employees and customers want
 - to support the communities in which we operate
 - to feel ownership for the partnerships we have
 - See the difference that their fundraising efforts have
 - Meet the supporters of the charities they support
- Partnerships in ROI matter



Charity Partnerships

Argos

- 2005 Enable Ireland – Argos raised €28K
- 2005/07 Irish Hospice Foundation €62K
- 2007/08 Barretstown €120K (1yr)

Homebase

- 2006/08 Irish Cancer Society €100K (2yrs)



Charity Partnerships

"We are extremely grateful to Argos and its employees for their tremendous support of Barretstown over the past year. Throughout our partnership, everyone at Argos has been professional, positive and fun to work with, demonstrating a true commitment to corporate responsibility across the company. Thanks to Argos, we are delighted that we will be able to bring more children with serious illnesses and their families to Barretstown this year to take part in our life-changing programme of adventure, activities and fun. Backed by the medical world, the Barretstown programme enables children with serious illnesses to regain their confidence and self-esteem and helps them on the road to recovery. We can only do this with the support of organisations like Argos - thank you."

Peter Scallan, Chief Executive, Barretstown



Charity Partnerships

"The Irish Cancer Society is delighted to have been chosen as one of Homebase's charitable partners during 2006-2008 for the 'No Place Like Home' campaign. The campaign is a synergistic partnership, linking Homebase's focus on 'Making a house a home' with the Society's night nursing service, which gives people with cancer the choice to be cared for at home with the people they love. Irish Cancer Society night Nurses provide practical support and respite for family members and caregivers during the stressful time of caring for seriously ill family members at home. It is through the generosity of corporate partners like Homebase that the Irish Cancer Society can continue to ensure people affected by cancer in Ireland will have access to the programmes and services they so desperately need. The partnership demonstrates Homebase's commitment and concern towards helping patients and families throughout Ireland. We would like to take this opportunity to thank Homebase colleagues and customers for all of their support."

John McCormack, Chief Executive, Irish Cancer Society.



THANK YOU

ANY QUESTIONS



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