



**ACTIVELY
CHANGING LIVES
THIS CHRISTMAS**

premierfoundation.org.uk

Premier Foundation is a charity that provides vital support to disadvantaged young people, opening doors to new opportunities and giving these children a brighter future.

We recognise how powerful sport and physical activity can be, and that the positive outcomes extend far beyond just physical health. They have the power to change people. Being active is not just an enjoyable way to improve health and wellbeing, but can also increase skill, personal development and community cohesion – all the more important for those living in deprivation.

Now, it's your turn. To continue our work with the young people that need it, we need your help in raising donations.

Why should fundraising and giving donations be an integral part of your business's Corporate Social Responsibility strategy?

Corporate Social Responsibility (CSR) has become increasingly important in today's businesses. More and more companies are taking account of the financial, environmental and social impacts within their operations, and giving back to their community.

Businesses are beginning to see how economic growth is linked to social and environmental wellbeing, and how investing in this can not only help a business's long term sustainability, but make a positive impact on society.





So, what will this do for your business?



Better employee engagement rates...

A 2013 study conducted by Forbes revealed a link between **happier employees** and organisations that engage in CSR activities. When asked, 89% of companies indicated this was the case, while a further 79% believed their **employees were better engaged** with the company itself. Fundraising strategies help with **recruitment** as well: around 60% of companies found that fundraising and volunteering are critical for recruiting young and qualified employees, with 58% indicating they would take a 15% pay cut just to work in an organisation with values that match their own.

...Now that's impressive!



Raising money for a good cause is tangible...

We, like all other charities, need donations to continue making a positive impact on society and furthering the great work we do. And we'll be honest – charities like us find raising funds increasingly difficult in this tough economic climate.

While volunteering as a charitable activity is becoming increasingly popular with companies, donations are the lifeblood that enable us to continue our core work.

And ultimately, a company with a CSR strategy will be more successful in helping others than one that chooses not to fundraise at all.



Promote your company in a positive light...

Setting up a company fundraising page to help Premier Foundation can increase the amount of exposure your company receives.

On average, each company's fundraising page features 41 fundraisers. It's these people that will act as your ambassadors, spreading the message about the great work you're doing with Premier Foundation from their own social media platforms. And with the average Facebook user having 335 friends, you could reach more than 13,000 people instantly. That's thousands of people learning about your company's CSR endeavours in just seconds.

...We say that's the best marketing you can have!

10 ways you can get involved and show your support this Christmas...



The Christmas period is full of good will and this year you are one step away from changing the next generations lives for the better.



Option 1:
One-off donation



Option 2:
Monthly donation



Option 3:
Annual donation



Option 4:
Give an **alternative Christmas present** to your staff and donate to the Premier Foundation and an individual certificate will be produced in their name.



Option 5:
Payroll Giving. Select this flexible scheme which allows anyone who pays UK income tax to give regularly and on a tax free basis direct from their pay.



Option 6:
Have Premier Foundation as your **“Charity of the Year”** and become our partner and work closely with us all year to make a difference.



Option 7:
Fundraise for the Premier Foundation to raise donations.



Option 8:
Volunteer for the Premier Foundation and provide your support through **the gift of time.**



Option 9:
Test your limits with a **challenge event to raise donations** as well as team building with your fellow colleagues.



Option 10:
Leave a legacy to us. Are you inspired about what we do? Leave a legacy in your will to continue to make a difference and help to make the world a better place.