

Welcome to Fundraising Now



Corporate Fundraising 101

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The Brain Tumour Charity

Thursday 30th March 2023

10am – 11am



My Fundraising Journey



Overview

- Types of Corporate Partnerships
- Trends
- Win ‘impactful’ Partnerships
- Setting up Corporate Partnerships
- Successful Charity/Corporate Collaborations
- Summary



Corporate Partnerships...what...

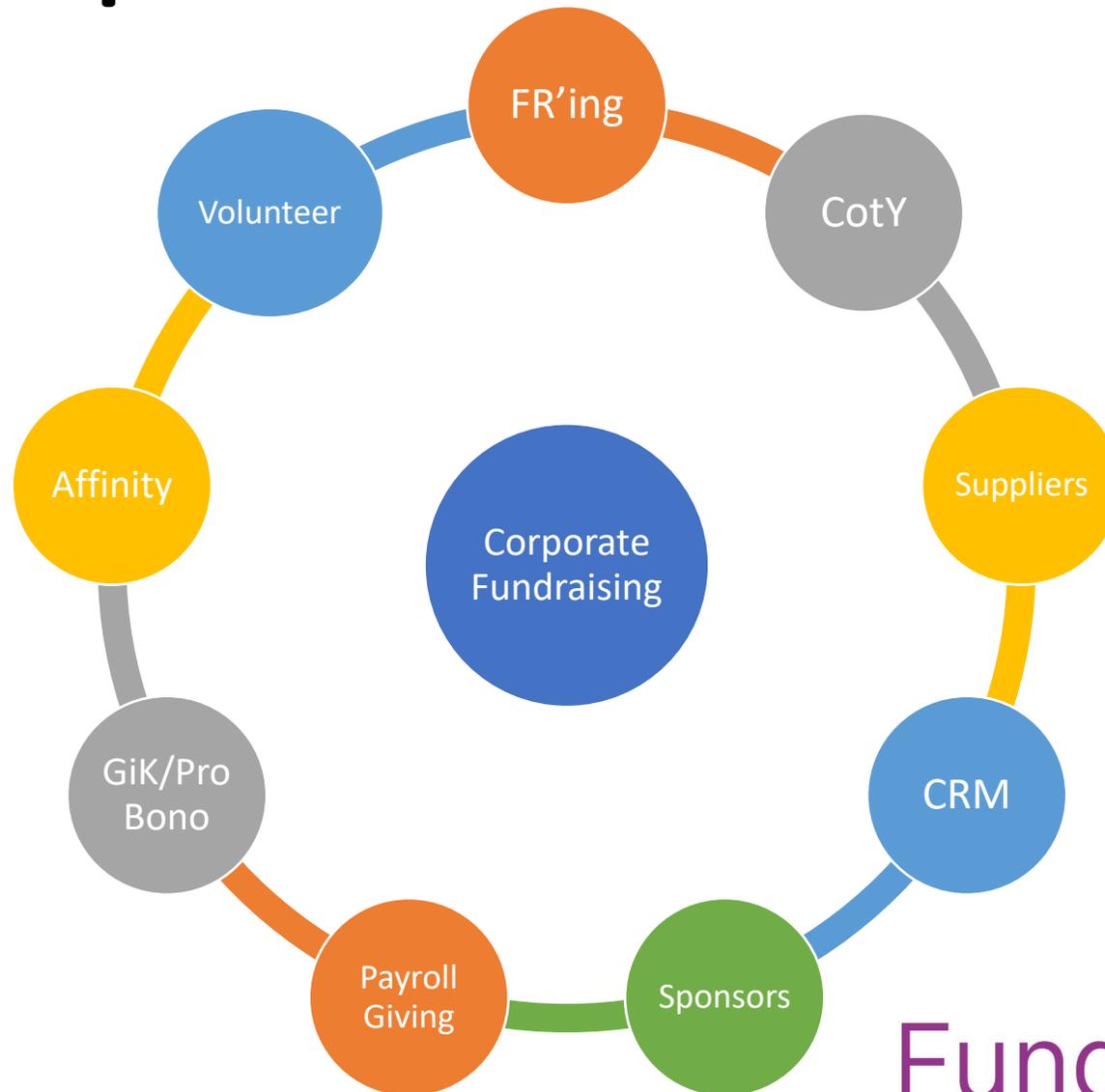
“A charity partnership is a collaboration between a business and a charity who share a passion and commitment to sustainable social change”.

Charities Aid Foundation

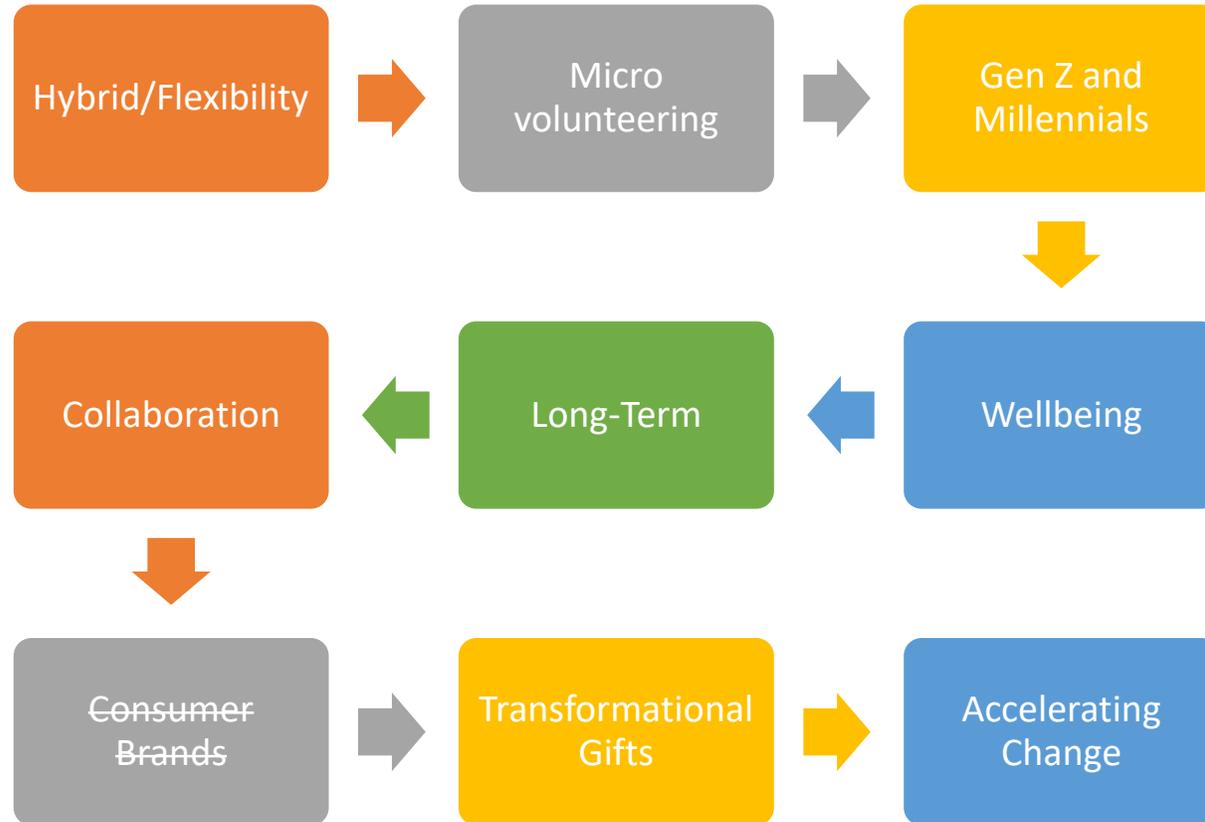
Corporate Partnerships...why...



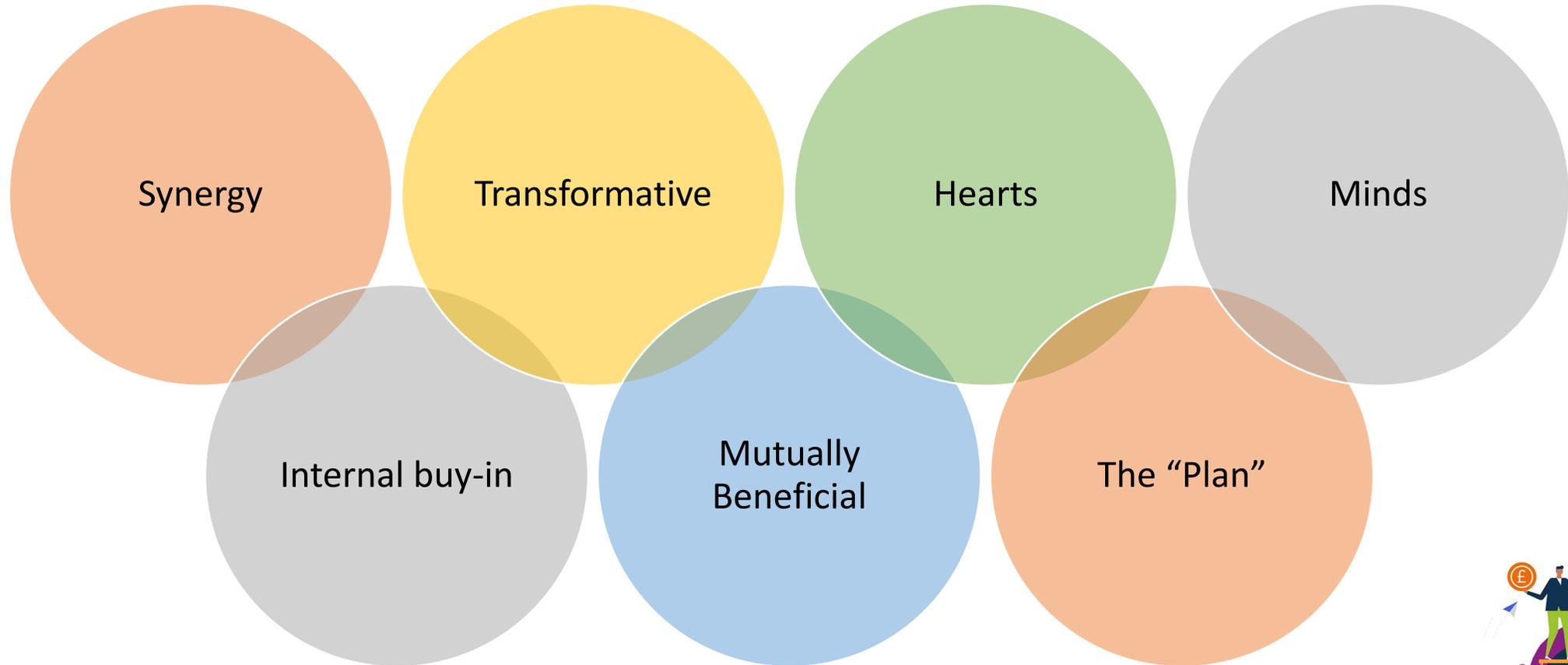
Corporate Partnerships



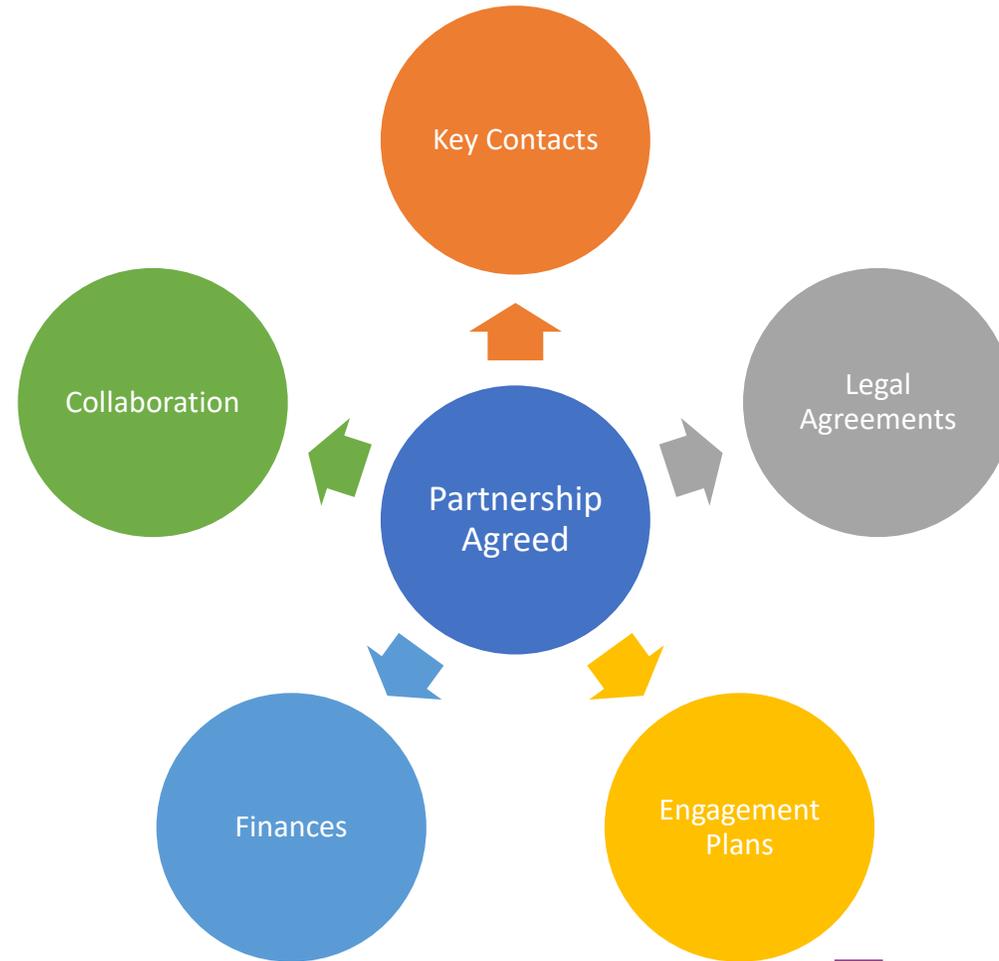
Trends



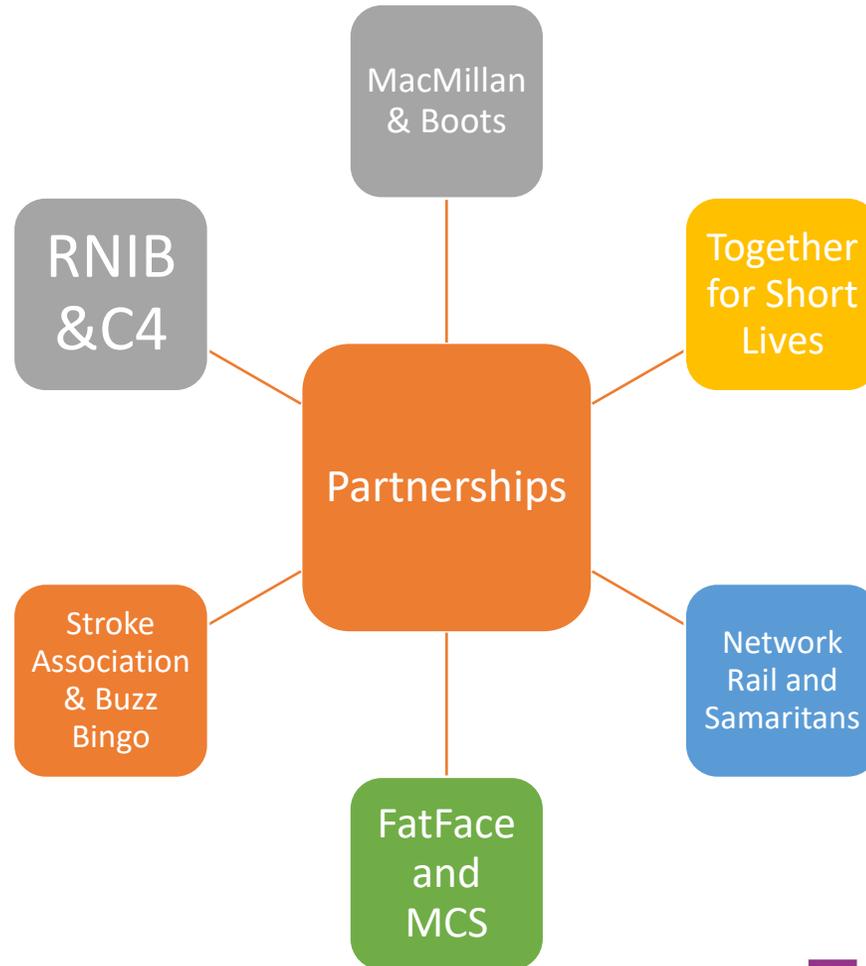
Winning Partnerships



The “Set Up” of Partnerships



Successful Partnerships



Summary

- The who, what, why, where
- Keep up to date with the changing landscape
- Corporate Partnerships are **cross-collaborative**
- **Remember:** Dot the I's and cross the T's

Corporate Fundraising 101 Questions?

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