

How to Build Your Own AI Knowledge Bank for Corporate Fundraising

A practical guide for charity partnership teams

We love AI.

Used well, it's fast, smart and incredibly helpful. Used poorly, it produces generic, fluffy content that sounds like everyone else.

Many charity professionals are already using AI tools like ChatGPT. But many are underwhelmed by the results — because they're prompting it lightly.

This guide shows you how to use AI properly.

Not as a gimmick.

Not as a one-off email writer.

But as a reusable knowledge system that understands your organisation, your prospect and your tone of voice.

We use this approach ourselves when building and analysing partnership strategies through Ingrid, the UK's largest corporate giving database. The difference between average output and excellent output is almost always the quality of the prompt and context.

This guide will help you create both.

Let's get started.

Step 1: Build a Knowledge Bank First

Building a Knowledge Bank at the start sets you up to have AI help you with multiple tasks in the future. From initial outreach emails, to shaping first meeting agendas, to designing bespoke offers, to stewardship and reporting.

Putting the effort in at the start saves effort in the long run.

Most people prompt AI like this:

“Write an outreach email to Booths supermarket asking for a charity partnership.”

The result? Generic.

Instead, you should:

1. Upload your organisational documents
2. Upload your prospect research (or generate this first)
3. Tell the model how to think
4. Give it constraints
5. Then ask it to produce something specific

In other words: **load the room before asking the question.**

When you attach:

- Your “About Us”
- Your Case for Support
- Your corporate offer
- Real tone-of-voice examples
- Prospect research

You turn the AI model into a context-aware assistant rather than a guessing machine.

This dramatically improves relevance, strategic alignment, tone accuracy and practicality.

Step 2: Craft the right prompt

The prompt framework that we outline in the next section contains several powerful elements that many people skip:

1) Assign a role

“You are a fundraising and marketing expert with expertise in corporate prospecting for charities.”

Believe it or not, telling an AI model that they’re good at something makes their responses better. It reduces generic responses and frames the output strategically.

2) Ask for missing information

“If there’s something I can provide that I haven’t provided, you must let me know before writing the message.”

This is crucial. Without this instruction, the model will fill gaps by guessing — and guesses are often wrong. In corporate partnerships, inaccurate assumptions destroy credibility.

3) Prevent inference

“You cannot make up or infer information beyond what’s been provided.”

This protects you from hallucinated partnerships, invented ESG claims or fabricated connections.

4) Control the tone

“Craft a great outreach message to this specific prospect in our tone of voice. Read the attached ‘Real message examples’ document to see how my tone of voice actually sounds.”

By attaching real message examples and instructing it to follow that tone closely, you get output that sounds like you — not like AI. Tone replication is one of the most underused prompting techniques when using AI tools.

5) Provide a structure

“Craft an outreach message using the attached ‘message structure’ document as guidance. Use the information about the prospect, and about our organisation to inform the content.”

For example, the “Message 1 Structure” in the next section ensures the output isn’t just creative — it’s strategically aligned with your outreach principles. AI performs best with constraints.

Example prompt

Case study: Writing an email to a new prospect

Your Knowledge Bank and prompt structures will be useful at every stage of the donor journey.

Here we've illustrated how to use it to craft the original outreach email. There's a lot to writing a great outreach email. You have to know about the prospect, you have to take into consideration everything about your own organisation. And at the end of the day, it has to be compelling *and sound like you*.

This example combines together everything we've just talked about.

<p><i>"You are a sales and marketing expert, with a particular expertise in corporate prospecting for charities.</i></p> <p><i>I am a Corporate Partnerships Manager at [organisation name]. I need your help to create a great outreach message to a prospect that will get them excited about having a meeting and eventually a partnership.</i></p> <p><i>You will need to know every part of our business and the prospects business in order to create a great message. My job is to equip you with everything you need to know in order to make a great message.</i></p> <p><i>If there's something that I can provide you with that I haven't provided you with, that you need in order to create a great message, you must let me know before writing the message.</i></p> <p><i>I am attaching some documents which will be of help.</i></p> <p><i>Your objectives are the following:</i></p> <p><i>(...)</i></p>	<p>< Assign a role</p> <p>< Paint a vision of the end result you want to achieve</p> <p>< Reinforce the need to understand the context</p> <p>< Ask for missing information</p> <p>< Tell it to look for attachments</p>
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What should you attach in your ‘knowledge bank’?

- Documents like a ‘Case for support’ or ‘Our organisation’s values’ are great for setting the scene on what’s important to your organisation, and why others may be interested in supporting. You can even just link to a relevant page on your organisation’s website.
- Documents like ‘Real message examples’ (literally copy+pasted emails or messages you’ve sent in the past - no confidential information please!) can work really well for controlling Tone of Voice and making responses sound like you
- Documents like ‘About the prospect’ (which actually could come from a previous prompt) - in other words, some research about the prospect - initiatives, past charity partnerships, recent news - can add valuable context and relevance. It makes it clear you’ve done your homework.

But you can attach whatever you like! Just make it clear in your prompt what you’re attaching and why.

See the ‘Document tabs’ on the left hand side to see some example attachments we used in creating this guide - just a bit of inspiration for your own prompting.

Use Follow-Up Prompts

Let's say the company replies and says:

"We're particularly interested in employee engagement ideas."

You don't need to reload everything.

You simply ask:

"Based on all the information provided, generate five employee engagement ideas that would align specifically with the prospect's community focus, regional identity and sustainability priorities.

For each idea include:

- The concept*
- How it would work in practice*
- Likely benefits to Booths*
- Approximate resource level required*
- How it could scale into a longer-term partnership"*

This will produce ideas grounded in:

- Their identity and their world view
- Their business model
- Their values, ethical missions and thematic interests
- The value your organisation can provide

Not generic "mentoring day" suggestions.

Final Thoughts

AI won't replace corporate partnerships professionals.

But professionals who know how to use AI properly will outpace those who don't.

Used well, this approach can help you:

- Think more strategically
- Produce better first drafts
- Test partnership angles faster
- Strengthen prospect research
- Improve internal proposals

We hope this helps.

Adapt it. Improve it. Share it with your team.

And if you're interested in how we use structured AI prompting within **Ingrid, the UK's largest corporate giving database**, to surface aligned corporate prospects and partnership insights, feel free to explore more on our site: ziptrix.co.uk/ingrid

The Prompt (Copy/pasteable)

You are a sales and marketing expert, with a particular expertise in corporate prospecting for charities.

I am a Corporate Partnerships Manager at [organisation name]. I need your help to create a great outreach message to a prospect that will get them excited about having a meeting and eventually a partnership.

You will need to know every part of our business and the prospects business in order to create a great message. My job is to equip you with everything you need to know in order to make a great message.

If there's something that I can provide you with that I haven't provided you with, that you need in order to create a great message, you must let me know before writing the message.

I am attaching some documents which will be of help.

Your objectives are the following:

1) Understand our organisation:

1A) Read `**About Our Organisation**` to understand our mission, values and what we do

1B) Read `**Case For Support**` to understand why supporting us is a compelling proposition

1C) Read `**Our Goals for Corporate Partnerships**` to understand our goals and strategies for attracting corporate partnerships this year

1D) Read `**What We Can Offer Businesses**` to understand what we're able to offer companies in return

2) Craft a great outreach message to this specific prospect in our tone of voice.

2A) Read `**About the prospect**` to understand who we're reaching out to and what they care about.

2B) Read `**Message 1 Structure**` to see the general principles we apply when creating the 1st outreach message

2C) Read ` **Real message examples** ` to see how my tone of voice actually sounds.

2D) **Craft an outreach message** using the Message1 structure as guidance. Use the information about the prospect, and about our organisation to inform the content. For the tone of voice, follow the tone of voice set out in the real message examples as closely as possible. It should sound like me.

Important: You must consider the overlap between the prospect and our organisation. Use the information that's been provided. You cannot make up or infer information beyond what's been provided. If you're unable to draw a connection due to a lack of information, clearly state that before giving your answer.

Your answer should be a text only answer. Avoid complex formatting. The final email shouldn't be longer than 200 words.

Example Attachment: About Our Organization

Thames Valley Futures

Who We Are

Thames Valley Futures is a London-based charity supporting young people aged 16–25 who face barriers to employment, housing stability and long-term independence. We work with young people at risk of long-term unemployment, homelessness or social exclusion, helping them build the skills, confidence and opportunities needed to thrive.

We combine practical employability support with mentoring, housing-stability guidance and employer partnerships to create sustainable pathways into work and independent living. Our approach is collaborative, outcomes-driven and rooted in the realities young people face in London today.

Our Mission

To enable young people facing disadvantage in London to secure meaningful employment, stable housing and long-term independence.

Our Values

Opportunity

Every young person deserves access to fair opportunities, regardless of background or circumstance.

Dignity & Empowerment

We work alongside young people, building confidence, agency and resilience rather than dependency.

Partnership

Lasting change is achieved through collaboration – with employers, funders, local authorities and communities.

Practical Impact

We focus on measurable outcomes that improve real lives: jobs secured, homes sustained and futures stabilised.

Equity & Inclusion

We actively challenge barriers linked to poverty, care experience, migration status and exclusion from education or work.

Where We Work

- **Headquarters:** Southwark, London
 - **Geographic focus:** Greater London, with delivery concentrated in inner London boroughs
 - **Delivery model:** Community venues, partner organisations, employer sites and hybrid digital support
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What We Do

Employability & Skills

- CV writing, interview preparation and job search support
- Entry-level digital and workplace skills training
- Short accredited courses aligned to employer needs

Mentoring & Confidence Building

- One-to-one mentoring with trained volunteers
- Group workshops focused on confidence, communication and goal-setting
- Peer support networks and cohort-based programmes

Housing Stability Support

- Practical advice navigating housing systems
- Support for care leavers and young people at risk of homelessness
- Budgeting and independent living skills

Employer Pathways

- Partnerships with London employers across multiple sectors

- Paid placements, apprenticeships and work trials
- In-work support during the first six months of employment

Our Five-Year Plan (2025–2030)

Over the next five years, Thames Valley Futures will scale its impact, strengthen financial sustainability and deepen employer engagement to meet growing demand among young people in London.

Strategic Ambitions

- Increase the number of young people supported annually from c.500 to c.800
 - Improve sustained employment outcomes at 6 and 12 months
 - Diversify and grow income to ensure long-term stability
 - Become a recognised partner for employers seeking inclusive early-career pipelines
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Example Attachment:

Case for Support

The Challenge

Across London, too many young people face a combination of barriers that make a stable, independent future feel out of reach. Rising living costs, a competitive labour market and acute pressure on housing mean that young people leaving care, experiencing housing insecurity or excluded from mainstream education are at significant risk of long-term unemployment and homelessness.

Without timely, practical support, these challenges compound. Young people who struggle to access work are more likely to experience unstable housing, poor health and long-term dependence on public services. The cost to individuals, communities and society is profound — yet preventable.

Our Response

Thames Valley Futures exists to break this cycle.

We support young people aged 16–25 to move into meaningful employment, sustain stable housing and build the confidence and skills required for long-term independence. Our model brings together employability support, mentoring, housing-stability guidance and employer partnerships — recognising that work, stability and wellbeing are deeply connected.

We do not provide short-term fixes. We invest in young people at critical moments, creating pathways that lead to lasting change.

Why Support Thames Valley Futures

1. We Address Root Causes, Not Symptoms

By combining employment pathways with housing stability and mentoring, we tackle the underlying drivers of disadvantage. This integrated approach reduces repeat crises and creates durable outcomes.

2. We Deliver Measurable, Real-World Impact

Our focus is on outcomes that matter:

- Young people progressing into sustained employment or education
- Reduced risk of homelessness
- Increased confidence, resilience and independence

These outcomes are tracked, evaluated and reported transparently.

3. We Work in Partnership With Employers

Employers are not just funders — they are part of the solution. By creating inclusive routes into work, businesses gain access to talent while young people gain opportunity. This alignment creates shared value and long-term sustainability.

4. We Are Deeply Rooted in London

Our work responds to London’s specific labour market, housing pressures and inequalities. We collaborate with boroughs, employers and community partners to deliver locally relevant solutions at scale.

The Long-Term Impact on Young People

Support from Thames Valley Futures leads to lasting change in young people’s lives:

- **Economic independence:** Access to paid work reduces reliance on benefits and emergency support
- **Housing stability:** Sustained income improves housing security and life chances
- **Confidence and agency:** Young people develop the belief and skills to shape their own futures
- **Improved wellbeing:** Stability in work and housing contributes to better mental and physical health

These benefits extend far beyond the initial period of support, shaping life trajectories over decades.

The Wider Impact on Society

Investing in Thames Valley Futures delivers long-term social and economic value:

- **Reduced public-sector costs** linked to homelessness, unemployment and crisis services
- **A more inclusive workforce** that reflects the diversity of London
- **Stronger local economies** through increased participation and productivity

- **Healthier communities** where young people are supported to contribute and thrive

Every young person supported represents a future worker, tenant, citizen and community member with the potential to contribute positively to society.

Why Now

Demand for our services continues to grow as housing pressures intensify and entry-level opportunities become harder to access. At the same time, employers face skills shortages, retention challenges and increasing expectations to demonstrate social value and ESG impact. This moment presents a powerful opportunity: by bringing together philanthropy, corporate partnership and practical delivery, we can scale what works — now, when it matters most.

The Role of Our Supporters

Supporters of Thames Valley Futures enable us to:

- Reach more young people at critical transition points
- Invest in early intervention that prevents long-term harm
- Strengthen employer partnerships and inclusive pathways into work
- Build a sustainable organisation capable of long-term impact

Support may take many forms — financial investment, strategic partnership, pro-bono expertise or advocacy — but all play a vital role in creating change.

Our Ambition

Over the next five years, Thames Valley Futures aims to increase the number of young people we support, deepen employer engagement and grow sustainable funding to meet rising demand.

With continued support, we will help hundreds more young people secure work, sustain housing and build independent futures — generating benefits that ripple across families, communities and society as a whole.

A Shared Opportunity

Supporting Thames Valley Futures is an investment in potential.

It is an opportunity to be part of a solution that delivers measurable impact, strengthens communities and creates lasting social value. Together, we can ensure that young people in London are not defined by the barriers they face, but by the futures they go on to build.

Example Attachment: Our Goals for Corporate Partnerships

Corporate Partnership Growth Objective

A core strategic priority is to **increase annual corporate partnership funding from £2m to £3m per year** by 2030.

This growth will be achieved through three strategic pillars:

Pillar 1: Strategic Employer Partnerships

- Move from one-off sponsorships to multi-year, strategic partnerships
- Develop sector-focused employer programmes (e.g. construction, property, retail, professional services)
- Position Thames Valley Futures as a workforce development partner, not just a beneficiary

Pillar 2: Value-Led Corporate Engagement

- Offer clear, outcomes-driven partnership propositions linked to skills, inclusion and workforce resilience
- Expand opportunities for skills-based volunteering, mentoring and in-work support
- Strengthen reporting and impact measurement aligned with ESG and social value frameworks

Pillar 3: Portfolio Diversification & Stewardship

- Grow mid-value and high-value corporate gifts (£25k–£100k+)
 - Engage SMEs alongside national and international corporates
 - Improve stewardship, recognition and renewal rates through tailored partnership management
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This Year's Objectives (Year 1)

In the current year, Thames Valley Futures will focus on building the foundations required for long-term growth.

Programme Objectives

- Support 500+ young people into employment, training or education
- Launch a Housing Stability Support Pilot for care leavers
- Expand digital and workplace skills provision

Partnership & Income Objectives

- Increase corporate partnership income from £2.0m to £2.2m
- Secure at least three new multi-year corporate partners
- Develop two sector-led employer programmes

Organisational Objectives

- Strengthen impact measurement and reporting
- Invest in partnership development capacity
- Formalise employer engagement pathways and volunteering frameworks

Our Commitment

Thames Valley Futures is committed to transparency, ethical partnerships and long-term impact. We work with partners who share our belief that young people are an asset to society and the economy — and that with the right support, opportunity and trust, they can build stable, fulfilling futures.

Example Attachment: What We Can Offer Businesses

Partnering with Us

Thames Valley Futures works with businesses to create meaningful social impact while delivering tangible value to employers. Our partnerships are practical, outcomes-led and designed to align with workforce needs, ESG priorities and employee engagement goals. We offer four core partnership streams. Each can stand alone or be combined into a longer-term, strategic relationship.

1. Inclusive Early-Career Talent Pathways

What this is

A structured partnership that connects your organisation with motivated young people aged 16–25 who are ready to enter work but face barriers to employment.

How it works in practice

1. We work with you to understand entry-level roles, skills gaps and workforce needs
2. We prepare young people through tailored employability training and mentoring
3. Your organisation offers paid placements, apprenticeships or entry-level roles
4. We provide in-work support to both the young person and your line managers

Timeline & duration

- Design & onboarding: 4–6 weeks
- Placements/apprenticeships: 3–12 months
- In-work support: First 6 months of employment

Typical costs

- £25,000–£75,000 per year depending on cohort size
- Covers candidate preparation, mentoring, employer liaison and in-work support

What you should expect

During the partnership

- A dedicated partnership manager
- Pre-screened, work-ready candidates
- Ongoing support for managers and participants
- Regular progress updates and outcomes reporting

At the end

- Candidates progressing into sustained employment
- Clear data on retention, progression and social impact

Benefits to your organisation

Short term

- Access to motivated, prepared entry-level talent
- Reduced recruitment and early attrition costs
- Positive internal engagement and morale

Long term

- Stronger, more diverse talent pipeline
- Improved employer brand and ESG credibility
- Long-term workforce resilience

Real example

UrbanBuild Group, a London-based construction firm, partnered with Thames Valley Futures to fill entry-level site and admin roles. Over 12 months, 18 young people completed paid placements, with 12 moving into permanent roles. Retention at 9 months was 83%, and the company expanded the programme into a multi-year partnership aligned with its social value commitments.

2. Employee Volunteering & Skills-Based Engagement

What this is

A structured programme enabling your employees to use their skills and experience to support young people directly, in ways that are meaningful and well-managed.

How it works in practice

1. We co-design volunteering activities aligned to your employees' skills
2. Employees receive briefing and support from our team
3. Activities include mentoring, mock interviews, CV reviews and workshops
4. We manage safeguarding, scheduling and evaluation

Timeline & duration

- Setup & design: 2–4 weeks
- Delivery: One-off days or rolling programmes (6–12 months)

Typical costs

- £5,000–£20,000 per year depending on scale
- Covers programme design, facilitation and impact reporting

What you should expect

During the partnership

- Well-structured, time-bound volunteering opportunities
- Clear guidance and support for employees
- Visible, human impact from engagement

At the end

- Engaged employees with a stronger connection to purpose
- Documented outcomes for ESG and internal reporting

Benefits to your organisation

Short term

- Increased employee engagement and satisfaction
- Team-building with genuine social value

Long term

- Stronger culture of inclusion and purpose
- Enhanced staff retention and leadership development

Real example

Clearline Consulting engaged 40 employees in mentoring and interview workshops over six months. Staff satisfaction scores increased, and several employees progressed into internal mentoring roles. The firm renewed the partnership and added paid placements the following year.

3. Strategic Corporate Partnership & ESG Alignment

What this is

A multi-year, high-impact partnership aligned with your organisation's ESG, social value or inclusion strategy.

How it works in practice

1. We align our programmes with your ESG priorities and reporting needs
2. You fund a defined programme or cohort of young people
3. We deliver, measure and report outcomes against agreed metrics
4. Opportunities for employee engagement and storytelling are embedded

Timeline & duration

- Partnership design: 6–8 weeks
- Delivery: 1–3 years

Typical costs

- £50,000–£150,000+ per year
- Multi-year commitments encouraged

What you should expect

During the partnership

- Bespoke programme design
- Robust impact data and reporting
- Senior-level relationship management

At the end

- Clear, credible evidence of social impact
- Strong internal and external ESG narrative

Benefits to your organisation

Short term

- High-quality ESG content and reporting
- Clear alignment between funding and outcomes

Long term

- Reputation as a responsible, inclusive employer
- Trusted charity partner with deep organisational knowledge

Fictional example

Northbridge Property plc funded Thames Valley Futures' Housing Stability Support Pilot. Over two years, 120 young people avoided homelessness while entering work. The partnership featured in the company's annual ESG report and supported planning applications through demonstrated social value.

4. Cause-Related Marketing & Brand Partnerships

What this is

Campaign-led partnerships that raise funds and awareness while engaging customers, clients or audiences.

How it works in practice

1. We co-create a campaign aligned with your brand and values
2. Funding is generated through donations, product tie-ins or events
3. We provide stories, data and safeguarding oversight
4. Campaign outcomes are shared jointly

Timeline & duration

- Campaign design: 4–6 weeks
- Live campaign: 1–3 months

Typical costs

- £10,000–£50,000 depending on scope
- Can include sponsorship, donations or revenue share

What you should expect

During the partnership

- Clear messaging and assets
- Support with impact storytelling
- Transparent use of funds

At the end

- Funds raised with defined outcomes
- Campaign results and engagement data

Benefits to your organisation

Short term

- Positive brand association
- Increased customer or employee engagement

Long term

- Stronger brand trust
- Foundation for deeper strategic partnership

Fictional example

Avenue Retail ran a three-month checkout donation campaign raising £60,000 for Thames Valley Futures. Funds supported digital skills training for 90 young people, and the retailer converted the campaign into an annual partnership.

How We Work With You

Across all partnership streams, we commit to:

- Clear scopes, timelines and costs
- Measurable outcomes and transparent reporting
- Ethical, values-aligned collaboration
- Long-term relationship building, not transactional fundraising

Example Attachment:

About The Prospect

I generated this using a quick research prompt about charitable giving practices

Who Booths Are

- Booths is an **independent, family-owned supermarket chain** in Northern England, with **27+ stores** across Lancashire, Cheshire, Cumbria and Yorkshire.
- Founded in **1847 by Edwin Henry Booth**, the business has remained family-run across multiple generations and retains a focus on quality food and local suppliers.
- Booths describes itself as a retailer that works closely with local producers (“Booths Country”), selling food and drink from regional suppliers.
- The company emphasises a distinct character compared to mass-market supermarkets. Historically this has included a high proportion of locally sourced products (~26% from the local trading area – historically cited).

Community & Charity Involvement

✓ In-store Charity Fundraising

- Booths has partnered with **Pennies**, a UK micro-donation platform, offering customers the chance to donate (usually 25p) at card payment. Donations raised **£420,967 in 2024/25 for local and national charities** through this programme.
- Customers can select from a range of charities via the Pennies checkout micro-donation prompt.

✓ Charity Partnerships

Booths engages in standalone and multi-year partnerships with UK charities:

- **Cure Leukaemia** – Booths is funding a *Haematology Research Nurse* at Blackpool Teaching Hospitals for at least two years.

- **The Natasha Allergy Research Foundation** – a 3-year strategic partnership supporting research aimed at improving lives of people with food allergies and ultimately “making allergy history.”
- **Lancashire Mind** – Booths supports *Virtual Wellbeing Coaching* for children and young people (10–18), now in its third year.
- **The Royal Countryside Fund** – Booths is a long-standing supporter; it works to empower family farms and rural communities and has been connected since the fund’s foundation.

✓ Local Food Bank Donation Points

- Booths stores host **year-round donation points** for local food banks and partner charities, encouraging customers to drop off food donations.

✓ Workplace Fundraising

- Booths staff organise internal fundraising (e.g., raffles, charity events), raising amounts such as £15,500 in a recent year for local causes including **East Lancashire Down’s Syndrome Support Group** and the **MND Association**.

Environmental & Sustainability Activities

Booths publishes a dedicated section on sustainability initiatives:

✓ Food Waste Reduction

- Booths partners with **Too Good To Go** to sell “Surprise Bags” of surplus food, which has saved meals from waste and reduced CO₂ emissions. Estimates from early national rollout suggested **7,350 meals saved and 18 tonnes CO₂ avoided** during trial periods.

✓ Plastic & Packaging

- Booths has undertaken multiple packaging improvements:
 - Phased out older fresh meat plastic trays, replacing with more recyclable options.
 - Switched ready meal trays to 80%+ recycled plastics that are household-recyclable.

- Café plastic cutlery removed, replaced with **100% compostable wooden cutlery**.
- Phasing out 5p plastic carrier bags, projecting a reduction of **~3 million plastic bags per year**.
- Encourages customers to bring reusable containers for fresh meat and fish counters.

✓ Sustainable Palm Oil Policy

- Booths brand products containing palm oil must be accurately labelled, and suppliers must source **sustainable, RSPO-certified palm oil**.

✓ Sustainable Seafood

- Booths is a member of the **Sustainable Seafood Coalition**, working with suppliers to ensure responsible seafood sourcing that protects fish stocks and environment for future generations.

✓ Transport & Emissions

- Booths reports reductions in CO₂ emissions through transport improvements and has installed **electric vehicle charging points** at several stores.

✓ Coffee Grounds Recycling

- Used coffee grounds from Booths cafés are offered free to customers to reuse as garden soil enrichment, reducing waste.

⚖️ Ethical Standards & Supplier Policies

Modern Slavery & Ethical Trade

- Booths publishes a **Modern Slavery Statement** confirming strict standards for suppliers.
- Suppliers complete a **Supplier Approval Questionnaire** focused on ethical trading, labour conditions and compliance with local and national employment legislation.

- Booths conducts audits and risk assessments of its supply chain and plans further training and contractual updates to strengthen ethical compliance.
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Awards & Recognition

- Booths has received sector awards, including:
 - *Outstanding Contribution Award* from the **Drinks Retailing Awards 2025**.
 - Named **Regional/Specialist Supermarket of the Year** by the **International Wine and Spirits Competition**.
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Other Operational Notes

- Booths operates its own **Café 1847** concept in some stores, focusing on locally sourced produce.
 - The chain has a strong regional identity tied to northern England.
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Example Attachment:

Message 1 Structure

(Courtesy of Fireside Fundraising and a fantastic guide they wrote for our clients called 'From Ingrid to Income')

Subject: PROSPECT NAME – OPPORTUNITY WITH CHARITY NAME.

Dear Name,

I'm connected to the charity because reason here. I'm getting in touch as we have a lot in common.

What we have in common statement one here.

What we have in common statement two here.

What we have in common statement three here.

With that in mind, we'd love to grab a virtual coffee and explore what we could learn from each other. Specifically, I'd love to learn more about thing here. It'd be great if we could book a thirty minute call with your name (copied).

Best wishes,
Your name

Example Attachment: Real Message Examples

Subject: Greenbridge Developments – opportunity with Thames Valley Futures

Dear Sarah,

I'm connected to Thames Valley Futures through our work supporting young people into employment and stable housing across London, and I wanted to reach out as there feels like a strong overlap in what we're both trying to achieve.

You're investing heavily in regeneration and long-term communities, not just buildings.

A large part of our work focuses on young people at risk of housing insecurity, particularly those trying to take their first steps into work.

We also work closely with employers in construction and property who want to build inclusive talent pipelines alongside their developments.

With that in mind, I'd love to grab a virtual coffee and explore what we could learn from each other. In particular, I'd be keen to understand how you're thinking about social value and early-career pathways within your London projects.

It would be great if we could book a thirty-minute call with you if that feels useful.

Best wishes,

Tom

Subject: Clearline Consulting – a potential partnership with Thames Valley Futures

Dear James,

I'm involved with Thames Valley Futures, a London-based charity supporting young people into employment, and I'm getting in touch as there are a few areas where our work seems to align with Clearline's values.

You place a strong emphasis on developing people early in their careers and investing in long-term capability.

Many of the young people we support are highly motivated but lack access to professional networks and role models.

We also see huge value when professionals share their experience through mentoring, skills-based volunteering and early exposure to the workplace.

With that in mind, we'd love to grab a virtual coffee and explore what we could learn from each other. I'd be particularly interested in hearing how you think about employee engagement and social impact beyond traditional fundraising.

If helpful, it would be great to book a thirty-minute call with you.

Best wishes,

Tom

Subject: Avenue Retail – exploring a potential collaboration with Thames Valley Futures

Dear Priya,

I'm reaching out via Thames Valley Futures, where I work on partnerships with organisations that care about social mobility and access to opportunity for young people.

Avenue Retail has a strong track record of investing in local communities and engaging colleagues in meaningful causes.

A number of the young people we support are interested in careers in retail, logistics and customer-facing roles.

We also work with employers who want to combine fundraising with practical pathways into work and skills development.

With that in mind, I'd love to grab a virtual coffee and explore what we could learn from each other. I'd be especially keen to hear how you approach cause-led campaigns and employee involvement across your stores.

It would be great if we could book a thirty-minute call with you if that sounds useful.

Best wishes,

Tom

An Example Of A Real Output

We actually followed our own instructions and here is a real email it created. I think it's pretty good!

Subject: Booths – opportunity with Thames Valley Futures

Dear John,

I'm the Corporate Partnerships Manager at Thames Valley Futures, a London-based charity supporting young people aged 16–25 into employment, housing stability and long-term independence, and I wanted to reach out as there feels like a genuine overlap in what we're both trying to do.

Booths has a strong track record of investing in communities and backing causes that deliver practical, long-term benefit rather than short-term fixes.

A core part of our work focuses on helping young people who are motivated but face real barriers to entering work, particularly in customer-facing and entry-level roles.

We also work closely with employers who want to combine community investment with tangible pathways into skills, confidence and sustainable employment.

With that in mind, I'd love to grab a virtual coffee and explore what we could learn from each other. In particular, I'd be keen to understand how you think about CSR at Booths and what "good" looks like for community partnerships that are meaningful for colleagues as well as customers.

If useful, it would be great to book a thirty-minute call with you.

Best wishes,

Tom
