



fireside
fundraising

Ziptrix

How companies give

(to charities like yours)

Download the research at
<https://tinyurl.com/howcompaniesgive>



Why we did this research





Who is this research for?



Individual
fundraisers



Senior leaders within
the charity sector

Who did the research?



What will the research show you?

Who's likely
to care



What your
relationships
might look
like



How
geography
impacts
partnerships



How much
size matters



How to get
started

What won't the research show you?

14,381 companies

4,870 giving companies

18,873 unique partnerships

Not exhaustive

Representative of
wider patterns

Based on publicly
available information

Skew towards
larger companies



Who gives
to charity?

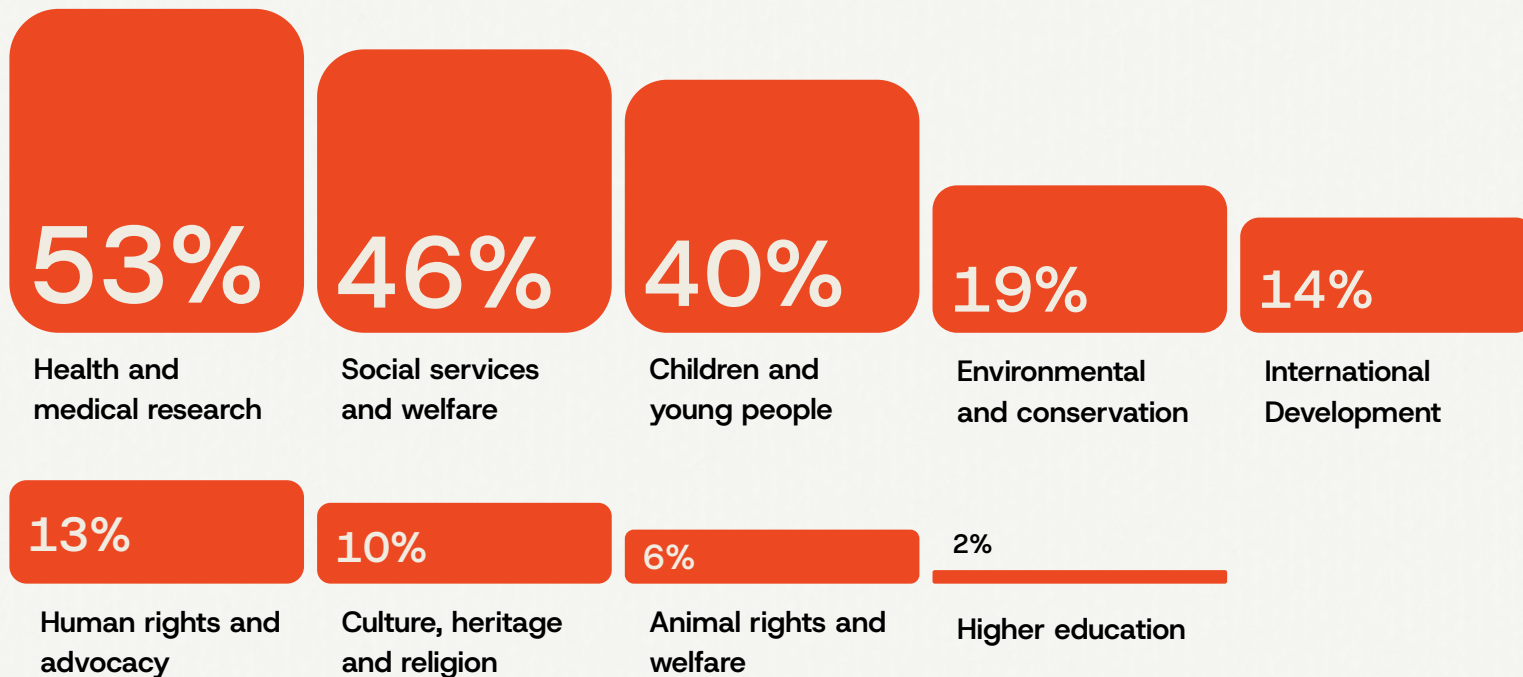
Who gives to charity?



Most likely to have a charity partnership	% of researched companies with at least one partnership
Food, Drink & Hospitality	46%
Sports, Fitness & Recreation	44%
Property & Construction	44%
Finance, Banking & Legal	42%
Media, Marketing & Publishing	39%



Who gets corporate partnerships?



Who gives (to charities like yours)?



Environmental
& conservation

Environment &
sustainability

Health & medical
research

Property &
construction

Higher education

Telecomms, defence
& aerospace

Animal rights
and welfare

Agriculture &
animal services

Human rights &
advocacy

Children &
young people

Finance, banking
& legal

International
development

Media, marketing
& publishing

Finance,
banking & legal

Culture, heritage & religion

Media, marketing &
publishing

Social services
& welfare

Food, drink &
hospitality



But I don't fit
into **one**
cause area...





When they do give, **who** gives cash?

Top 5	Any financial support	Bottom 5	Any financial support
Energy & Utilities	80%	Professional Services & Consulting	63%
Telecommunications, Defense & Aerospace	79%	Agriculture & Animal Services	60%
Retail, E-commerce & Wholesale	79%	Media, Marketing & Publishing	53%
Faith, Community & Social Services	78%	Environment & Sustainability	51%
Sports, Fitness & Recreation	77%	Mining & Natural Resources	40%



Who volunteers?

Top 5	Volunteering	Bottom 5	Volunteering
Education & Training	28%	Arts, Culture & Entertainment	9%
Finance, Banking & Legal	23%	Fashion & Apparel	7%
Professional Services & Consulting	22%	Cosmetics & Beauty	5%
Telecommunications, Defense & Aerospace	22%	Faith, Community & Social Services	<1%
Property & Construction	19%	Mining & Natural Resources	<1%



Can regional
charities build
national
partnerships?



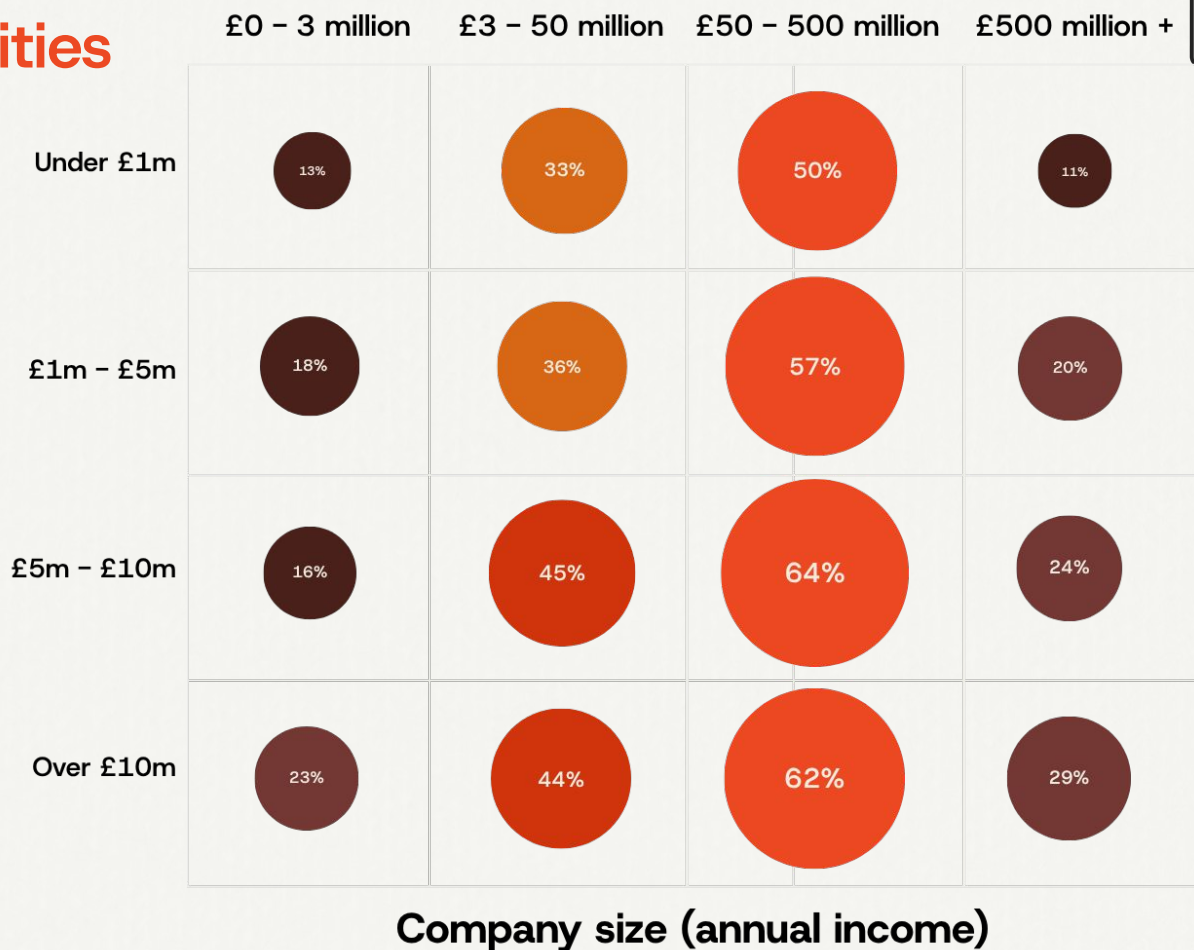


Can regional charities build national partnerships?



Can small charities work with big companies?

Charity income band





What can partnerships look like for me?



Chloe: Prostate Cancer
UK & phs Group



Lisa: Women for Women
& Charlotte Tilbury



Andy: Mencap Watford &
Warner Bros



What are the key learnings?

Companies are most likely to support the causes they truly understand.

Many companies are assessed on their charitable associations.

Warm connections will make the world of difference.

Where can I get
the research?

[https://tinyurl.com/
howcompaniesgive](https://tinyurl.com/howcompaniesgive)



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Questions?

Contact us



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