



PARENTS AND CHILDREN TOGETHER

Do you want to hear how your company can:

- Boost local media presence?
- Appeal to new customers and employees?
- Maintain brand loyalty with existing customers?
- Increase employee morale?

...whilst supporting a local charity that helps vulnerable families in your community?

A partnership with Parents And Children Together (PACT) can offer all this!

About PACT

PACT is a Thames Valley based charity providing **outstanding adoption** (Ofsted 2014) services to local families. We specialise in finding 'forever families' for priority children. Our **award winning specialist therapeutic support** services allow us to support PACT families in order to achieve a successful and sustainable adoption placement which brings many benefits to the child, the family and the local community. A study by Baker Tilly and the Cass Business School measured the social return on investment of these services, conservatively reporting the benefits at **£1.1 million of social and economic impact** from every family approved.

PACT also provides **award winning community support services** to vulnerable families facing a variety of issues such as domestic abuse, debt, and unemployment. Last year, hundreds of local families benefitted from these projects which include Alana House, a community project supporting vulnerable women, and Bounce Back 4 Kids, supporting children affected by domestic abuse.

Professional and experienced team

PACT has a dedicated Fundraising and Marketing Team who understand the importance of supporting a cause that is relevant and meaningful. We know how important it is to keep your customers and employees updated with the key outcomes of the charitable projects they are supporting, and that fundraising initiatives must be creative, not too time consuming for staff, and be supported by relevant fundraising materials (leaflets, posters, tins, buckets, t-shirts, balloons etc).

We can provide **valuable business benefits** to our partners including: tailored press releases to secure positive media coverage, access to our local supporter base (circ 11,700) and networking opportunities with other local businesses and key stakeholders such as Councillors and celebrities.

Corporate Partnership case studies

Reading Buses

Our success in winning the Reading Buses Charity of the Year 2013 came from our ability to deliver business benefits and execute creative fundraising and awareness raising initiatives. The partnership raised £6,543 and the quote below from James Freeman, Chief Executive shows PACT's commitment to delivering a successful partnership with real benefits:

*"Our partnership with Parents And Children Together ended after a **fantastic, and eye-opening, 12 months, indeed, it only ended due to our policy of changing our chosen charity each year. During the partnership, PACT were engaging, enthusiastic and full of ideas** how to do more activities to not only raise money, but to **raise the profile** of both organisations.*

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The joint use of press contacts from both organisations meant that all our activities were covered in the local press. Joint promotion through newsletters and website also **saw our messages reach a large proportion of the Reading populace** – something neither organisation could have achieved on their own.

We helped to raise the profile of PACT in the local area with lots of our customers showing high recognition for the charity throughout our partnership. And **PACT helped raise our profile as a local operator** trying to do some good in the local area and lending a much needed legitimacy to our charity work. Overall we were **thrilled** with our partnership and would have no hesitation in recommending PACT to be a favoured or chosen charity for any organisation. They really are tireless in wanting to get their message across and will be a **fantastic asset and partner.**”

Grant Thornton

Grant Thornton voted PACT as their chosen charity partner in June 2014. The partnership ran for 18 months raising £7,279. Tash Pettiford-White, Executive Assistant from Grant Thornton said:

“We really enjoyed our partnership with PACT. It was definitely a two-way thing. They supported us with lots of ideas and encouragement and made it easy for us to come up with ways to fundraise. Our teams were happy to get involved and collaborate in fun fundraising activities. I’d definitely encourage other companies to enter into a charity partnership with PACT – it was a brilliant experience!”



Reading Buses charity drive for PACT

January 10, 2013

Reading Buses will be raising cash this year for a family charity in the borough.

A panel of bus company employees unanimously selected PACT – Parents And Children Together – after a painstaking decision-making process.

It comes after a two-year project which raised more than £8,000 for the Duchess of Kent House Hospice.

Caroline Anscombe, Reading Buses HR director, said: "After shortlisting the number of charities to 10, PACT was the unanimous choice of the panel, which comprised drivers and office staff.

"What struck us most about this charity was how it would be a perfect fit, not only for Reading Buses, but the town as a whole, for their projects cover the same areas as our bus network.

"We were very impressed with PACT's proactive approach to the selection process and we look forward to participating in some of their fundraising ideas during 2013."



Get in touch with us to hear how your company could benefit in similar ways, and how we could make a partnership with PACT something that delivers real commercial benefits to your business, your customers and your employees.

Laura Davison

Laura Davison, Fundraising Manager
Fundraising@pactcharity.org : 0118 402 1696 : www.pactcharity.org.uk