



**Havering**  
LONDON BOROUGH

**Councillor Roger Ramsey**  
**Leader of the Council**  
**LONDON BOROUGH OF HAVERING**

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**Date:** 15<sup>th</sup> October 2014

**My Reference:** RR/BP

Dear

**Ref: Business Giving to the Voluntary and Community Sectors**

The London Borough of Havering is intending to develop a new project with companies with a presence in Havering who wish to support their local voluntary and community sector. You may be aware that the Government has and is continuing to reduce its funding to local communities and that this reduces the ability of the sector to meet an ever growing need for their services. We are therefore keen to continue to develop a vibrant sector and to build opportunities for community and voluntary groups who have the passion and drive to deliver much needed services and activities in our local communities. We have seen how such partnerships between business and the community have thrived in other parts of the country and wish to facilitate a meeting with Havering based businesses to discuss options and hear your ideas of how a project could be developed to directly assist these groups.

This is not just about funding, (although such support is always needed), assistance can come in many forms:-

**People**

- Professional Expertise – To support and strengthen the work of a charity, e.g. business planning, legal or financial support
- Trustees – To provide on-going commitment and support.
- Volunteers – To carry out a range of practical tasks.
- Champions – To raise awareness of local issues.

**Money**

Financial donations to charities and voluntary groups are often crucial to their ability to continue to support the people most in need in our communities. Donations, whether from companies or their staff via match funding, may take the following forms:

- Capital Costs – to support building costs or for specific equipment.
- Project Activity Costs – Supporting a specific activity.
- Operational Costs – Supporting the charity with their general running costs.

This list is not exhaustive, for example you may have a meeting room that a group could use or a piece of equipment that you no longer need.

You may ask, why give locally? There are many needs and good causes right here on your doorstep and your support can make a noticeable difference to your local community. In addition there are many benefits to your company taking part. We have listed some of them in the attached "Giving Guide". Voluntary groups need your help so that they in turn can help those in need and who are often difficult to reach. Together we can make Havering a better place for everyone who lives and works here.

If you are interested in developing a new and exciting project in Havering, please contact Carol Jackson on 01708 433393 or email [carol.jackson@haverling.gov.uk](mailto:carol.jackson@haverling.gov.uk) to register your interest. If there is sufficient support for this idea we will call a meeting of interested parties to discuss the project and to develop options about how to take this forward.

Yours sincerely,

A handwritten signature in blue ink that reads "Roger Ramsey". The signature is written in a cursive style with a long horizontal stroke at the end.

**Councillor Roger Ramsey**  
Leader of the Council

# Havering Good Business Giving Guide



[www.havering.gov.uk](http://www.havering.gov.uk)



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# The Charity Sector in Havering

There are over 800 charities and voluntary groups in Havering. They are run by dedicated and passionate people supporting a huge range of education, social care, health, faith, sport, music, art, special needs and environmental charities. These people (mostly volunteers) give their time because they care about a cause or they have a personal reason for supporting the charity. Why not use your business skills to help them make a difference?

## Good Reasons for Companies to Support Charities

Employers all over the UK are realising that supporting charities results in a more motivated, multi-skilled workforce who see their job as contributing not only to company profits but to society as a whole. The most impressive corporate leaders have always been those whose vision of a successful business stretches beyond the product and profits, to their positive impact on the world around them. Supporting a charity should not be seen as a cost to your business but an investment in your people and your future success.

## Benefits to your Company

### 1. Tax Efficiency –

Companies can get tax relief on gifts of money to charities. These donations are deductible from the total profits when calculating Corporation Tax. The charity can claim exemption from tax on company donations.

### 2. Raising Profile and Reputation –

When a company supports any charity it is a practical way of demonstrating their commitment as a caring employer and a responsible corporate citizen amongst their neighbours.

### 3. Corporate Social Responsibility –

Having a CSR policy enhances your status as a responsible and caring Havering business.

### 4. Publicity –

Supporting a charity leads to a variety of opportunities for publicity. This has a positive impact on current and future customers and may generate additional sales for your company.

## **5. Networking –**

If more than one company helps the same charity, there is the opportunity for networking and making new business contacts.

## **6. Local Knowledge –**

By supporting local charities your company will become aware of local issues and needs which affect your customers.

## **7. Employee Pride –**

Employees will be proud that their company is supporting the community and value it as a good place to work. This will have a positive benefit when it comes to raising morale and retaining good staff. Your employees are your best sales force and will spread the word about what a great company you have.

## **8. Employee Skills –**

Supporting a charity can give staff valuable experience outside the 'day job' towards achieving their personal development goals. It also supports team-building activities.

# **Benefits to the Community**

## **9. Enhance the Local Area –**

Companies want to work in pleasant, crime-free areas. If your company is helping to support the local community and make it a better place to work in, other companies are likely to follow suit.

# **Benefits to the Charity**

## **10. Business Skills –**

The inclusion of people with essential business skills amongst its trustees will help a charity to run efficiently.

## **11. Practical Support –**

Teams of volunteers will be able to greatly improve buildings or the landscape for a charity by carrying out practical tasks.

## **12. Financial Support –**

Enabling the charity to meet more local needs.



For more information, contact  
Carol Jackson on 01708 433393 or  
email: [carol.jackson@havering.gov.uk](mailto:carol.jackson@havering.gov.uk)



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