



The Dorset Children's Foundation Charity Partner Charter

Thank you for considering becoming a Charity Partner with the Dorset Children's Foundation. We rely on the vital support of our Charity Partners to raise awareness and funds for our children. In return, our Charity Partners agree that working with The DCF gives them increased community engagement, increased positive PR, increased staff engagement and a general feeling of goodwill.

To maximise the benefits of our partnership, we ask that you and the Dorset Children's Foundation make a mutual commitment to support each other.

We ask that our Charity Partners commit to:

- Staging a minimum of 4 corporation wide or coordinated team based fundraising activities per year. This could include activities such as sponsored walks, cake sales, raffles, bike rides and sky dives.
- Encouraging staff to select The DCF when doing individual events and challenges.
- Allow a DCF representative come in on a quarterly basis and present to you and your staff about the work that we are doing and the children helped by the funds you raise.
- Communicate and support the work of the charity as much as possible by: responding to our social media activity; publishing our activity through your own channels to help us gain more coverage and reach; and to generally raise awareness among your staff, partners and clients about The DCF
- Advertise and promote selected DCF events and encourage staff to attend.
- Contribute corporate gifts or gifts-in-kind to be used as prizes in DCF auctions or raffles
- Encouraging staff to take an active part in our events by participating or volunteering to help at them

In return, the DCF will commit to supporting your organisation's brand and corporate/social responsibility in the following ways:

- Include your logo on our marketing collateral where possible.
- Support your branding and corporate presence at selected DCF events.
- Use our media channels and relationship with local press to publicise your support of the charity.
- Provide you with restriction free marketing collateral (text, images) following any events where you have supported.
- Support and advise you should you wish to run a large-scale event where we have previous experience or connections.



- Give your staff the opportunity to purchase DCF event tickets ahead of public release

Testimonials:

Conor Mullan – MD of Think Research: *"We got involved with The DCF in 2016 because we wanted to support a local charity. The staff have fully bought into both the charity itself and the positive effect it has on our team. The wonderful way in which The DCF treats us as Charity Partners really stands out compared to the larger, national charities. They really make us feel valued"*