International children’s charity to host launch event for new corporate initiative

Thursday 30 April, 2015

On Tuesday 26th May, international children's charity, Hope for Children (HOPE) is hosting a launch event at the headquarters of PricewaterhouseCoopers for its brand new corporate fundraising initiative, Your Business, Their Lives (YBTL).

In recent years, HOPE has been fortunate to receive sensational support from the private sector, notably through partnerships with RBC Dexia and most recently a group of events industry companies who became known as Events for Namuwongo and raised £500,000 over 3 years to support our work in a slum area of Kampala, Namuwongo.

Now we want to take our corporate partnerships to the next level where we can offer tangible benefits to partners at both an organisational and staff level and create truly 2-way partnerships. Your Business, Their Lives (YBTL) is the platform on which HOPE is creating exactly that, focusing on 3 key themes:

Collaborate

YBTL is about being accessible and in tune with the individual needs of every partner. From helping a business establish a Corporate Responsibility programme from scratch, to working with experienced CR teams to expand participation and engagement. A YBTL partnership is a bespoke collaboration that promotes partners' philanthropic brand and showcases the exceptional efforts of their staff.

Engage

It is one thing to engage staff on a personal level, and passionately engaging with HOPE is something that comes incredibly naturally. At the same time, YBTL is about engaging staff on a professional level as well. HOPE works closely with HR teams to help staff use their participation in CR activities to develop their professional skill-set, from communication to lateral thinking & leadership. For HOPE Ambassadors (internal charity champions) there will even be opportunities to gain with official accreditations from the International Board of Neuro Linguistic Programming.

Connect

One of HOPE's biggest assets is the close connection our supporters feel, both with HOPE and each other. YBTL extends this communal strength to our corporate partners. Through the YBTL Network and tools including the brand new micro-site (being launched on 26th) and workshops led by HOPE and external speakers, we are creating a community of forward-thinking companies that can learn from each other and develop collectively. At the centre, is a unity driven by their support of HOPE, and their desire to help us give children their childhoods back.

Four organisations have already signed up as founding partners of the initiative. These are Argentinian restaurant group Malevo Group, the north-west branches of artisan coffee chain Harris + Hoole, fitness franchise Wild Training and Zonal Retail Data Systems.

Speaking on the launch, HOPE's Chief Executive, Murielle Maupoint, said:

> "With the right partner, every company whether it's a start-up or a multinational can benefit from establishing a culture of philanthropy in their workplace. Your Business, Their Lives is more than just a charity partnership. It's a platform to showcase your brand and values. It's an opportunity to engage with your staff and motivate them in a completely new way.
>
> "Most importantly, it's a chance for your team and your company to leave a lasting legacy by changing the lives of some of the most vulnerable children in the world and helping them to reach their full potential."

If you would like your company to join the YBTL Community, or if you're interested in becoming an ambassador please do get in touch. HOPE would love to see you at the launch to find out how it can create an exceptional CR partnership with you.

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Hope For Children :: Your Business Their Lives :: CSR :: Corporate Responsibility :: Charity Partnership :: Corporate Fundraising :: Non-Profit :: Philanthropy ::

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The launch of Your Business, Their Lives will be taking place at PricewaterhouseCoopers, 7 More London Riverside, London, SE1 2RT on Tuesday 26th May between 6:30pm-9:00pm.

To view the event's schedule and to confirm your attendance, please click here.

For more information on YBTL, please contact HOPE via e-mail or call 01442 234561.

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