



Cardiff & Vale Health Charity Partnerships



GIG
CYMRU
NHS
WALES

Bwrdd Iechyd Prifysgol
Caerdydd a'r Fro
Cardiff and Vale
University Health Board



Cardiff & Vale
HealthCharity
Elusenlechyd
Caerdydd a'r Fro



Background

Partnerships have been identified by Cardiff & Vale Health Charity, the official charity of Cardiff and Vale University Health Board as a source of funding which can help boost income and raise profile each year.

This document will help us to create more meaningful partnerships and will outline how we can work collaboratively with partners that are right for us. It will help us to create opportunities to local companies that will be mutually beneficial with increased income, profile, support, and PR for the Health Charity.

What are partnerships

A partnership is a mutually beneficial relationship between a for-profit company and a not-for-profit organisation. The two parties work collaboratively to pursue and achieve a common goal. This goal is based on the values of each organisation which should be in synergy.

What does the Health Charity need from a Partnership

- Positive engagement, PR and social media opportunities. Our logo on their website.
- Raffle/auction prizes
- Mentors
- Advice
- Project support
- Engagement with our fundraising events and campaigns – submitting teams to events
- Sell our merchandise
- Host collection
- Employee/customer fundraising, organising own events
- Introduce us to more potential prospects
- Financial sponsorship/donations or matched funding or event sponsorship
- Volunteers – donation of employee time
- Free room hire
- Grounds maintenance
- Donation of large items e.g. furniture for staff areas
- Donate % of profits
- Placing collection tins
- Charity stand
- Company payroll giving scheme
- Company expertise or donation of services

What we can offer a partner

- Staff motivation with employee volunteering opportunities
- Potential to reach new audiences (17,000 staff) and grow their business and boost customer trust
- Meet their business needs and help them to stand out from their competitors.
- Choice of department or appeal to benefit and opportunity to see first-hand where their support is going.
- Boost staff morale and satisfaction at work through involvement with charitable events
- Positive engagement, PR and social media opportunities. Business logo on our website. Weight of NHS Branding
- Build their brand profile and demonstrates they are a good organisation investing in charitable projects
- Big enough charity to help the business make a difference yet flexible enough to spend time with the business and employees to ensure the partnership leaves a lasting legacy
- Marketing opportunities within our events and campaigns
- Specialist fundraising advice, plus fundraising materials such as t-shirts, collection tins, posters etc.

Partnership and Commercial Participator Agreements

Cardiff & Vale Health Charity may from time to time arrange for a commercial business to either run a promotional venture as a 'Commercial Participator' or provide financial sponsorship for an event run by the charity in return for publicity or other sponsorship benefits for the business.

Arrangements between a business and a charity are regulated by charity law when the business is a 'Commercial Participator'. The Commercial Participator and the charity must enter into a written agreement not only setting out the deal between both parties but also covering further legislation.

A business will, under charity law, be a 'Commercial Participator' where it arranges with a charity to promote and advertise its own products or services and donate a share of its profits to the charity.

An example of a suitable Commercial Partnership agreement is located in [Appendix 1](#).