



A fundraising platform with a commercial participation solution



PLASTIC
OCEANS



unicef 
for every child

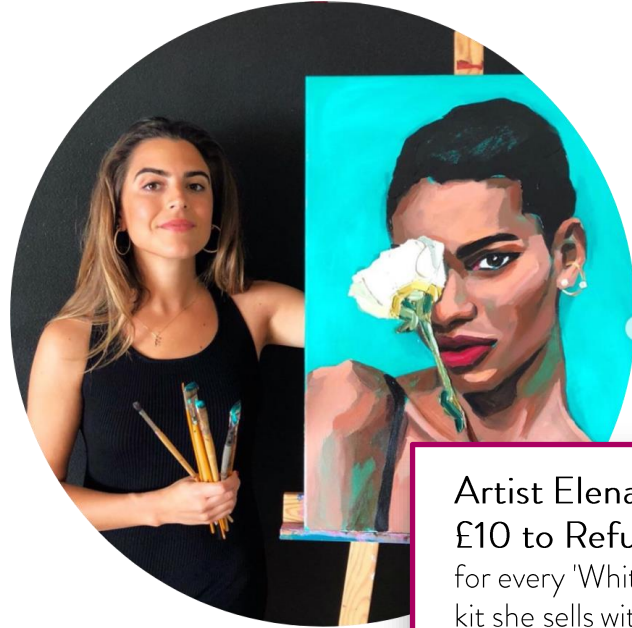


The fundraising opportunity

There are **5.7m small businesses** in the UK which include sole-traders, start-ups and early stage businesses.

The social narrative is changing, and people want to buy from and work for businesses that are led by their values, put purpose before profit and do good.

One way for a business to demonstrate their values, is by donating a **£ or % of their sales** to charity, otherwise known as cause related marketing.



Artist Elena donates
£10 to Refuge
for every 'White Rose' art
kit she sells with Master
Peace studio.

“

If 1 in 20 UK small businesses
gave 1% of their income, it
would create £1 billion of new
charitable funding every year!

”

Danny Witter, Co founder Work for Good

The problem: CRMs require CPAs

Small businesses want to support charities and raise money through cause-related marketing campaigns however come up against:

- **Commercial Participation Agreements**
- **Limited resource and capacity for account management**
- **Minimum donation commitments**
- **Restrictions on logo usage**

We know often you have no choice but to turn down support and much needed income. Not any more...



Studio 77 have donated £1,800 to Friends of the Earth in less than six months.

“

Scary legal forms, contracts
and licensing fees are quite off
putting when you're trying to
do good! Thanks for making
this easy! ”

Small business, Hey Holla

The solution: Work for Good

Work for Good is a fundraising platform which makes it easy for your charity to receive donations from small businesses who want to donate through their sales.

The platform **digitally creates the commercial participation agreement (CPA)** between your charity and the small business and allows you to manage and track smaller cause-related marketing campaigns whilst complying with charity law.



The screenshot shows the profile of 'Pattie & Co.' on the Work for Good platform. The header features a banner with colorful striped fabric, the business logo, and contact information. Below the header, a text box describes the business: 'Pattie & Co. was founded by London-based mum and marketing consultant, Cat Price. Inspired by the multifunctionality of cotton muslins, but frustrated by a lack of 'grown-up' designs and bright colours, Cat decided to start creating her own.' It also states the aim to produce aesthetically pleasing and kind products, and details that the muslin is made from soft, 100% organic cotton with digital reactive printing. A photo of a muslin product with colorful stars is shown at the bottom left. On the right, a 'Donations' section shows a progress bar at 72%, with £7,205.28 raised towards a £10,000 target. It also notes 14 donations and lists 'TOMMY'S' as a supported charity.

Pattie & Co.
Organic Cotton Muslin for Babies and Children
www.pattieandco.com
BUSINESS
Member since April 2019
07950312597 | info@pattieandco.com | f | @

Pattie & Co. was founded by London-based mum and marketing consultant, Cat Price. Inspired by the multifunctionality of cotton muslins, but frustrated by a lack of 'grown-up' designs and bright colours, Cat decided to start creating her own.

Our aim is to produce not only aesthetically pleasing products, but also products that are kind to you and your baby.

All our muslin is made from soft, 100% organic cotton, and designs are printed using digital reactive printing. This gives superior wash and rub fastness, along with brighter colours and a softer feel to the skin. Using these inks avoids the hazards associated with pigments contained in conventional process dyes.

Donations

72%
£7,205.28
RAISED

TARGET £10,000.00

DONATIONS 14

Supported charities
TOMMY'S

Key benefits



Flexible donations

There are no minimum donation requirements



Stewardship

We steward all small business donors making sure they feel appreciated and supported



Brand protection

Businesses are not permitted to use your logo, but can talk about donating to you in plain text



Organic donors

40% of businesses sign up organically so as well as looking after businesses you refer to us, we're likely to bring you new donors as well



Donation tracking

You can keep track of all your donations in one place via your unique dashboard and export CSV reports for your records

How does it work?



Charity signs up and creates CPA

Once you have signed up to Work for Good, and accepted our terms and conditions, you have created your side of the CPA with any business who pledges a donation to you – the agreement is integrated into our T's & C's.



Charity engages supporters

Share your Work for Good page with businesses who want to support you through their sales. We will share resources, assets and information to help you engage your supporters via your website, social media and email enquiries.



Business signs up and creates CPA

Businesses sign up, and the CPA is created every time they set up/ pledge a donation to you via the donations form.



Business becomes a donor

The business is now compliant and able to market to their customers and clients that they're supporting you. Please be assured they can use your name but not your logo.



What about due diligence?

You'll receive a notification via email and on your dashboard when a business sets up a donation to you, if you would prefer for the business not to support you, please just let us know.



When do we receive the donations?

We aggregate all donations and pay these to you via Bacs on the first business day of the following month.



Are donations VATable?

Donations made through Work for Good do not incur VAT as your logo will not be used.



How much does it cost for us and our supporters to use?

It is free for charities and businesses to sign up and there are no annual membership costs. We deduct 5%+VAT of donations to help support the development of the platform.

What do charities say?

YOUNGMiNDS

"We've been contacted by lots of small businesses, and as a small team it has been really valuable to be able to refer people to Work for Good – and we've had great feedback from companies about it!"

"A lot of our small business supporters are sole traders who use social media to sell their products and promote them. Work for Good has enabled us to track our donations, learn more about our supporters and have a better relationship with them."

Tommy's
Together, for every baby

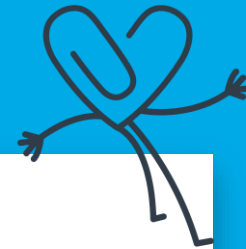
YOUNG LIVES
vs CANCER
CLIC SARGENT

"Small businesses wish to give to causes that resonate with them, but we have limitations that mean we've had to turn support away. Linking with Work for Good changes that."

[Read more testimonials here](#)



How about businesses?



“As a start-up, it can be challenging partnering with a charity and being able to see the difference we can make with our donations, but through our collaboration with Work For Good it’s enabled us to directly support our chosen charity.” **Mitch, Founder of Mitch’s Kitchens**

“Pattie & Co. donate 10% of every sale to Tommy's charity. We are enormously proud to support Tommy's and hugely grateful to our customers for their support.” **Cat, Founder of Pattie & Co.**



“Work For Good has made it so easy for me to integrate giving back as part of my business. I've doubled my monthly sales and been able to connect with like minded customers who really care about my business and making a difference to the world.” **Tash, Founder of Hatchlings Makes**

Please join us

Over 700 businesses use the platform and we work with hundreds of UK charities of all sizes including Shelter, Refuge, RSPB, NSPCC, Alzheimer's Society, Crisis, National Autistic Society, WWF-UK, Friends of the Earth, Marie Curie and Tommy's.

Let us help you maximise this huge fundraising opportunity.

Please get in touch

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