

Partnering with the Buddy Bag Foundation



A warm welcome

Dear reader,

Thank you for coming this far, and expressing your interest in the Buddy Bag Foundation. Since we started the foundation in 2016, we're grateful to be working with a range of corporate organisations, including Vodafone, Amazon, and Disney, to name a few. The partnerships with these organisations have proven to be hugely beneficial for both sides. We've been able to provide team-building, networking, and positive brand exposure for our partners. And, in return, they've supported the foundation through their kind donations of time, money, and resources.

Without our corporate partners, the Buddy Bag Foundation wouldn't be where it is today - a nationwide charity who has changed the lives of over 12,000 children across the UK. That leads me on to the purpose of this document. As we continue to grow, we're always looking to form more corporate partnerships to support the foundation. As I've already mentioned, we're fortunate enough to provide mutual benefits for both sides of the partnerships, so I'm truly excited to work with more successful and generous organisations.

This document sets out a couple of different ways we can work together. If you'd be interested in doing so, please don't hesitate to get in touch with the ambassador who shared this document with you. Or feel free to contact me directly - my details are below.

All the best,

Karen Williams
CEO and Founder

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Introducing the foundation

48,000 children require emergency accommodation in the UK every year. Children are often fleeing a violent situation, and have to leave home quickly, without the chance to collect basic items. These children arrive in emergency accommodation with just the clothes they are wearing.

Our mission is to make a difference to the children who have to live through this traumatic experience. We provide each child with a Buddy Bag, with which we can help to restore a sense of safety and security.

A Buddy Bag is a backpack that contains all the essential items a child needs. They include toiletries, pyjamas, socks and underwear. They also include comfort items such as a book, a photo frame and a teddy bear. A Buddy Bag is something a child can call their own, no matter where they go. By providing these children with a few essential items, we help make the transition into emergency care a little easier.

What makes the Buddy Bag foundation unique?

- 1. We work with local communities all over the UK** - we operate nationwide, but we have an impact at the local level. This means that all money that is fundraised and donated will result in bags being donated to children in a local refuge centre. The foundation also packs and prepares bags with local volunteers and works with local schools and community groups.
- 2. 100% of donations go directly to the cause** - from paperclips to websites, we don't use any fundraised money to pay for the running costs of the foundation. Every single penny goes to the purchase and delivery of Buddy Bags. To do this, we ask for the donations of goods and services from organisations, and have a supportive limited company who fund all other operating costs.
- 3. We provide tangible impact** - one bag costs £25. So, for every £25 that you donate, you change the life of (at least) one child. It's as simple as that. We've received countless testimonials, proving that the Buddy Bags we provide to children in need really do change their lives for the better.

Why should you get involved with the Buddy Bag foundation?

Through our experiences with corporate partners, we've discovered beyond the social benefits of working with the foundation, there are commercial benefits too.

- 1. Having a positive impact in your community** - With 100% of money raised going back into local communities, by working with the Buddy Bag foundation, you will have a direct impact within your local community.
- 2. Positive brand exposure** - By associating your brand with the work the Buddy Bag foundation is doing, you can strengthen the power of your brand within your community.
- 3. Improving your perception amongst your customers** - By supporting a charity that is very much focused on benefiting the local community, this will have a positive impact on your relationship with customers. When it comes to customers choosing between you and your competitors, it's only going to put you in good stead.
- 4. Makes you an employer of choice** - When employees see their organisation actively supporting local causes, it improves their perception of their employer, and makes them feel happy to be working for them. And, when potential employees see the good work you're doing for local causes, they'll see you in a more positive light too.
- 5. Enhances relationships with clients** - As is the case with customers, when your organisation is dedicated to giving back to their local community. Current and potential clients see this in a very positive light.
- 6. Encourages professional and personal development** - Through our bag packing events, we provide the opportunity for your employees to come together to work on a shared purpose. We build challenges into the day, so attendees are encouraged to master their communication, and refine an efficient process. The event builds relationships within the group, and develops empathy for those less fortunate. Attendees come away feeling fulfilled, knowing they've made an impact.

How to get involved with the Buddy Bag foundation?

There are many ways you can get involved with the Buddy Bag Foundation:

1. Host a Buddy Bag Brigade

A Buddy Bag Brigade is a half-day event, providing an opportunity for 12-15 people to directly contribute to the packing of 180 Buddy Bags. Attendees are split into 6 teams, and given the items to be packaged in their bags. They have the responsibility to decide on the most efficient way to manage the team, organise the items, and pack the bags, creating a fun and rewarding team-building event.

The event can be hosted at your chosen venue, with the raw materials delivered there beforehand. One of the Buddy Bag Foundation ambassadors will attend the event, to talk about the cause, and provide support throughout.

Benefits of a Buddy Bag Brigade:

- **Supporting your local community** - The bags you pack will be delivered to refuge centres in the surrounding area, meaning you can change the lives of 180 children within your local community.
- **Team building opportunity** - With the autonomy to decide on the process they'd like to follow to pack 180 bags, the event provides an intellectual, yet fun opportunity for attendees to work together.
- **Increase staff morale** - Employees are granted the opportunity to take a few hours from their work to give back to a local cause. We often hear how grateful employees are for this opportunity, increasing morale, and boosting perceptions of their employer.

We've hosted Buddy Bag Brigades with organisations including Amazon, Vodafone, and AstraZeneca. Take a look at the in-depth case studies at the end of this document, to find out more.

How to get involved with the Buddy Bag foundation?

2. Donating goods

We work with a range of partners, from local to nationwide, who are able to donate or discount goods we can include in the Buddy Bags. The donation of goods enables us to get the cost price per bag down, meaning donated money goes further. If you could donate any of the following, we'd love to have a chat:

- Rucksacks
- Pyjamas
- Underwear
- Children's books
- Toiletries
- Photo frames
- Colouring books, pencils and pens

3. Donating your services

A core part of our philosophy is 100% of donations going to the cause. This means we rely on donated services to run the foundation. We're always looking for partners who can provide the following services: design, marketing, distribution, storage, PR, writers, developers and more! If you have something to offer, as an organisation or as an individual, get in touch!

4. Payroll giving

Payroll giving is a brilliant scheme that enables individuals to donate to a charity of their choice each month, directly from their pay cheque. This means donations are quick and cost effective.

5. Recurring monthly donations

Prefer to set up a direct debit for monthly contributions? Simply fill out the form at the back of this pack.

Case studies

Vodafone Contact Centre, Stoke



Volunteering Matters and Vodafone worked with Karen Williams to organise the first in-house corporate event of its kind for Vodafone. Andrea Evans at Vodafone was keen to engage her staff in local volunteering events and a Buddy Bag Brigade event seemed like the perfect opportunity. 180 Buddy Bags were to be packed by 18 volunteers during 90 minutes of volunteering.

“We met with Karen 3 weeks in advance of the event date to discuss logistics for the day, recruitment of volunteers and all the Health and Safety aspects of the event. It was crucial that we met in the venue where the event was to be held so that Karen could properly assess the space available, accessibility, storage etc. Karen also used her visit to the office to do some promotional work to raise awareness of the charity among the Vodafone staff. This served to create a buzz about the forthcoming event and I am sure helped with the recruitment of volunteers. 18 volunteers were required and were easily recruited.” said Andrea from Vodafone.

Andrea adds “Karen had a clear vision of how the event would run and having run a number of these Buddy Bag Brigades before was able to ensure that the morning ran like clockwork. Karen gave a clear and thought provoking team brief to all volunteers at the start of the day and left the volunteers clear about why they were volunteering and what the task was. 6 team leaders were appointed on Karens’ instruction and the team leaders took charge of arranging the room, unpacking and laying out the items to be packed. They also provided a point of contact for Karen ensuring she was not overwhelmed by questions.

The packing process ran like clockwork due to the preparation that had taken place. All volunteers were able to participate, spirits were high and the event was clearly one that both moved and engaged the volunteers.

Feedback from the volunteers was fantastic. One thing was highlighted was the connection the volunteers felt between the practical task they were engaged in and each child they were packing a bag for. It felt very personal. The feel good factor and the feeling you were doing some thing for some one else shone through.”



Feedback from participants:

“The event was very well organised. Everyone knew the who, what, where, when and why.”

“Volunteering is a great way to make new friends, connect better with your own working community and can help strengthen those relationships. Being seen doing something like this, especially as we did it in the canteen. I hope it made onlookers think that they’d like to do something similar, so not always off site events like painting fences etc...or shaking a collection tin. It was great to help a smaller lesser known charity as well.”

“From my role within forecasting, planning and feedback from the guys I worked with that day - it can be a challenge within the call centre to get front line volunteers, as we can’t always afford the resource off the phones (TSAR), so wherever possible this needs to be planned between 4-6 weeks in advance and if the scheduling teams are included they can try and advise of the best dates and times or at-least what dates to avoid by channel. In an ideal world people would be giving up their free time as well but as we know this isn’t always that easy, it’s great Vodafone allows us with that time.”

“I was happy to assist with the Buddy Bag, it was a small part that I played but it also helped to raise awareness considering I didn’t know it existed before that day. It was nice that Vodafone could be part of it and hearing the stories was so sad as well. But I would do it again as it is a very worthy cause. Thank you.”

“I loved volunteering for the Buddy Bag charity day and it was really insightful to learn about the charity. It’s nice to know that we are able to help charities out by not just donating money, but physically being involved.”

“I really enjoyed the day. I volunteered as it sounded like a great cause and I wanted to do get more involved in charity events this year.”

Feedback from participants:

“I think the Buddy Bag charity day went really well, I thoroughly enjoyed it.”

“Everyone was organised and it was very well thought out, everyone knew where to go and we were kept up to date with any changes and steps of the packing. You also kept us up to date with where this will be, what it will entail and even included pictures which is a nice touch.”

“It’s a charity that has really touched my heart and I’ll continue to support it in the future. I’ll also be mentioning the charity to friends and family as I think the word needs to be spread about just what the charity does. The feedback alone that I saw from the children on the postcards is so touching and makes me feel better knowing they’ve had comfort from the things in the bag.”

Amazon, Rugeley



Associates at Amazon's Rugeley site took the time out to help support the Buddy Bag Foundation by raising money and participating in a bag pack. The team raised £1,000 to pack 40 bags as part of a team-building event at their 700,000 sq. ft. fulfilment centre in Rugeley.

General Manager of Amazon's Rugeley fulfilment centre, Mark Hemming, commented:

"When we heard about the compassionate and heartwarming work being carried out by this local charity, we were keen to support. The Buddy Bag Foundation plays a significant role in restoring security into a child's life during traumatic times and I'm really proud of the team here for getting involved in the bag pack and making the job a huge success."

Karen Williams from the Buddy Bag Foundation added:

"We would like to issue a heartfelt thanks to everyone at Amazon for rolling their sleeves up and getting involved in the bag pack. I started the Buddy Bag Foundation to help the rising number of children entering emergency care after fleeing violent situations at home. These bags are designed to provide extra love and support they need towards a happy and successful future."

Ready to make a difference?

Get in touch with our founder, Karen Williams, to find out more:

email: karen@buddybagfoundation.co.uk

phone: 07976962986

And follow the foundation here:

www.buddybagfoundation.co.uk



www.facebook.com/buddybagfoundation



[@buddybagsuk](https://twitter.com/buddybagsuk)

Donation form (Direct debit)

hello@buddybagfoundation.co.uk
Charity No. 1164916

buddy bag
foundation

Title:			First name:		
Surname:					
Address:					
				Postcode:	
Email:					

If you would be happy to be kept up-to-date on the activity of The Buddy Bag Foundation, by email, please tick this box (We will not pass on your details to any other organisation):

☐

Your date of birth (compulsory if you are under 18)

D	D	M	M	Y	Y	Y	Y
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I want to donate to the Buddy Bag Foundation by giving a monthly contribution of...

£25

☐

£10

☐

£5

☐

Other

☐

Note: One Buddy Bag costs £25

If you are a UK taxpayer we can claim back the tax on your donations – that's 25p extra on every £1 you give. On a £25 donation that would be an extra £6.25!

☐

I am a UK Taxpayer* and would like the Buddy Bag Foundation to treat all donations that I have made in the past 4 years and all donations that I make from the date of this declaration as Gift Aid donations.

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*NB. You must pay an amount of income tax and/or capital gains tax in each tax year (6th April to 5th April) at least equal to the tax that all the charities or Community Amateur Sports Clubs that you donate to will reclaim on your donations for that tax year (25p on every £1 you give). Please notify us if you no longer pay sufficient tax, want to cancel this declaration, or change your name or home address. If you pay a higher tax rate, you can claim further tax relief in your Self Assessment tax return.

Please fill out the direct debit details

Instruction to your Bank or Building Society to pay by Direct Debit



Service user number

Name/s of Account Holder/s

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Bank/Building Society account number

Sort code

Reference (official use only)

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Name and full postal address of your Bank or Building Society branch

To the Manager: Bank/Building Society name

Address

Postcode

Instruction to your Bank or Building Society: Please pay the Buddy Bag Foundation Direct Debits from the account detailed in this instruction, subject to the safeguards assured by The Direct Debit Guarantee. I understand that this instruction may remain with the Buddy Bag Foundation and, if so, details will be passed electronically to my Bank/Building Society.

Banks and Building Societies may not accept Direct Debit instructions on some types of account.

Today's date

Signature/s

D	D	M	M	Y	Y	Y	Y
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Please complete this form and return to: Buddy Bag Foundation, PO Box 8229, Swadlincote, DE11 1GA

This guarantee should be detached and retained by the payer.

The Direct Debit guarantee:

- This Guarantee is offered by all banks and building societies that accept instructions to pay Direct Debits.
- If there are any changes to the amount, date or frequency of your Direct Debit, the Buddy Bag Foundation will notify you 10 working days in advance of your account being debited or as otherwise agreed. If you request the Buddy Bag Foundation to collect a payment, confirmation of the amount and date will be given to you at the time of the request.
- If an error is made in the payment of your Direct Debit, by Buddy Bag Foundation or your bank or building society you are entitled to a full and immediate refund of the amount paid from your bank or building society.
- If you receive a refund you are not entitled to, you must pay it back when the Buddy Bag Foundation asks you to.
- You can cancel a Direct Debit at any time by simply contacting your bank or building society. Written confirmation may be required. Please also notify us.

