

Introduction



Children in Scotland's vision is that every child has an equal chance to flourish. We work hard to achieve this, but we don't do it alone. We work in partnership with so many people – other professionals, funders, families plus children and young people themselves.

We are frequently asked how businesses and other organisations can get involved or support our work. This document introduces some of the opportunities available to support us, and the benefits of working in partnership with Children in Scotland.

Any corporate partner or member relationship would be tailored to the specific circumstances, so please get in touch with us to discuss what we might be able to offer you and how you could support us to achieve our vision.

Benefits to your organisation

A partnership could help you by:

- Enhancing your reputation as an organisation that proactively supports children, young people and their families
- Communicating a positive message to your customers, staff, suppliers and the communities you operate in that you value children and their families, and believe in positive outcomes for all
- Sharing the benefits of Children in Scotland brand recognition and reputation.

Your organisation and staff may benefit from a range of different Children in Scotland activities, either as part of the partnership agreement or at discounted prices, including:

- Promotion through our website and in our updates and publications, including *Insight*, the magazine for our members and our **magazine web pages**, outlining your services, our relationship and any key pieces of activity during the partnership
- Advertising opportunities across our bi-annual *Learning Guide*, *Insight*, regular e-newsletters and **website**. These are outlined in our **Media Pack**
- Social media activity across our platforms (Twitter, Instagram, Facebook and LinkedIn) promoting these articles
- Hard copies of our bi-annual member publication, *Insight*, for your office and access for all your staff to the online version
- Attendance at our networking events, forum meetings or an agreed number of our **Learning Programme** webinars each year.

- Access to specialist information and support through our **Consultancy** offer
- Support to make use of our **Children & Young People's Evidence Bank**, where you will find an extensive range of views and opinions, including those of our own children and young people's advisory group, **Changing our World**
- **Commissioned training** offers which cover a whole range of topics such as children's participation and engagement, child protection, effective communication, leadership, and trauma-informed practice
- Where applicable, opportunity to meet with our CEO, Leadership Team or other specialists to discuss areas of interest or development for you.

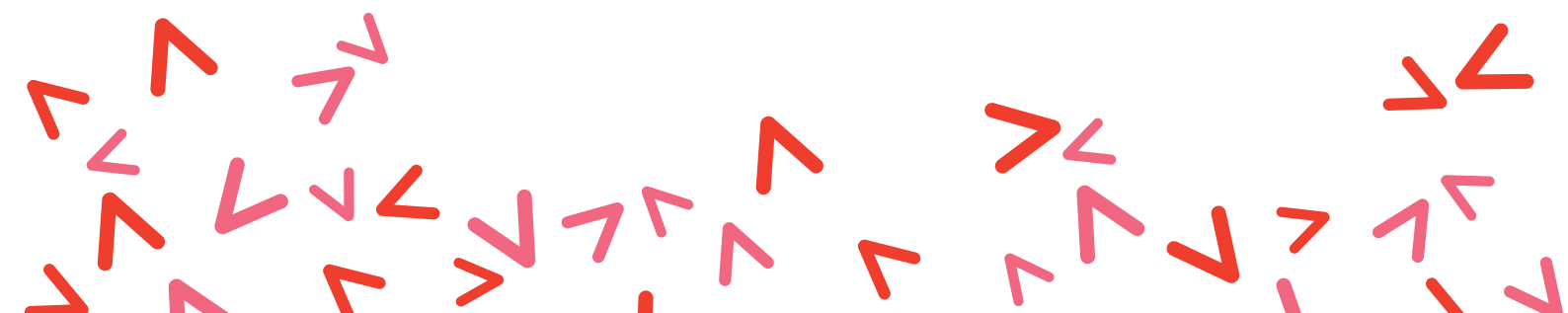
Ways to support us

All membership fees support the work of we do by delivering services and providing a contribution to our unrestricted funds allowing us to work towards our vision.

Obviously, any financial contributions as part of a Corporate partner or member package is always welcome but there are also many other things that could form part of a broader package. This could include:

- Providing access to meeting rooms or a venue to hold staff meetings or deliver in-person training (within any ongoing Covid-related requirements)
- Providing workspace for staff while we develop our hybrid working arrangements during 2022-23 (again, within any ongoing Covid-related requirements)
- Depending on your core business, you may be able to directly support our work through advice or delivery of services or you may be able to make an offer that our members could make use of
- Choosing to be a named sponsor or supporter of a particular area of our work. The breadth of our work is extensive, but some current examples include:
 - Our children and young people's advisory group, **Changing our World**
 - Our **International School Meals Day** project (funded by Scottish Government)
 - Our **eLearning Hub**, our online *Learning Guide* or a strand of our **Learning Programme**
- Access to your networks to promote the work we do.

We are keen that our partners we work with align with our **vision and values** and relationships are in keeping with our Ethical Income Policy. We will undertake due diligence proportionate to the type of partnership we are developing. This will always be done in an open and transparent way.



Examples of Corporate partners

In recent years we have had three main corporate partners at Children in Scotland. We try to ensure that any partnerships complement each other and won't present any conflict of interest or repetition of offer.

The RS Macdonald Charitable Trust 2022-present

- Developed an innovative support programme for grant holders
- Commissioned specialist learning opportunities for their grant holders.

Gillespie Macandrew 2013-2021

- Donated a proportion of their pre-tax profits each year
- Provided a free Members' Legal Helpline to Children in Scotland members
- Delivered free Children in Scotland Members' training events on various legal issues
- Provided legal advice to us as a charity on a strategic and planning level
- Supported of our Food Families Futures project through their staff volunteer scheme.

Brakes / Meals & More 2016-2020

- Took out an enhanced Corporate Membership, providing Children in Scotland with additional unrestricted funds
- Provided financial and practical support for the holiday clubs in the Food Families Futures project which ran across Scotland.

Get in touch

If partnering with us is something you'd like to discuss in a bit more detail to find out how we could work together, please contact either:



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