

# Working with businesses

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**Surrey Youth Focus: significantly improving the lives of young people**

# Surrey Youth Focus

- Membership organisation
- Collaborating to significantly improve the lives of young people in Surrey.
- Projects:
  - Youth Social Action/Youth Soups
  - Employment for young people with SEND
  - Surrey Young Superstars
  - The Big Chat
  - Safeguarding



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# Surrey Youth Focus

- Why businesses?



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# OUR PARTNERSHIP WITH BOOTS

Boots UK and Macmillan Cancer Support are working together to ensure people affected by cancer, wherever they are in the UK, have access to the best cancer information and support in their local community.



- Shopping centre working with a homeless charity



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- Name some industries?



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# What problems exist in any of these industries which charities might be able to help with?

- Aerospace
- Agriculture (see also Agribusiness)
- Fishing
- Timber
- Tobacco
- Chemical
- Pharmaceutical
- Computer
- Software
- Construction
- Defence
- Arms
- Education
- Energy
- Electrical power
- Petroleum
- Entertainment
- Financial services
- Insurance
- Food
- Fruit production
- Health care
- Hospitality
- Information
- Manufacturing
- Automotive
- Pulp and paper
- Steel
- Shipbuilding
- Mass media
- Broadcasting
- Film
- Internet
- Music
- News media
- Publishing
- Telecommunications
- Transport
- Water
- Armed forces



- **Think of some of these industries. What departments/budgets/cost codes do they have which could be spent with a charity?**





- **What services could a charity offer that could add value to a business?**



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- **What resources do businesses have that could be useful to a charity?**



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# Take a few minutes

- What problems could your charity help solve?
- What resources does your charity have that could be useful for a business?
- Who do you know that could help you reach one of those businesses?



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# Getting into businesses

- This is my take:
  - Network, network, network
  - Ask your board for introductions
  - Get a good networker with appropriate connections on your board
  - Only send cold letters/emails if you have a very specific offer with a good rationale
  - Build a relationship before you need it
  - Start with small asks
- Any opposing opinions?
- Other ideas?



# Collaborative Homework

- Ask all your family and friends who work in businesses about their problems!
- What budgets do they have which might perhaps be spent with a charity?
- Where can you find out more about particular business's objectives?
- If your charity can't benefit, perhaps you know another charity that your could introduce...



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