



**CHARITY
PARTNERSHIP
PROSPECTUS**



INTRODUCING THE WE LOVE MCR CHARITY

Manchester has a proud history of solidarity – of standing up for those who need help. From Peterloo to the Pankhursts, our city has always given a voice to the voiceless. We stick together here, too – we know the power of community and know that as Mancunians we have far more in common than that which divides us.

So in true Mancunian style, we're coming together to say We Love Manchester – all of Manchester.

We're proud to support families in Manchester, and to invest in providing exceptional opportunities for young people in our city to get a good start in the world of skills, work and business. We also fund great work done by voluntary community groups all across Manchester, making it a safer, cleaner, healthier, friendlier place to live. We know that alongside the great successes in Manchester, there are many people who cannot access these opportunities and be the best they can be.

Every penny goes to meet needs right here in the city of Manchester, and we're asking you to join us in partnership.

**We Love MCR –
The Lord Mayor of Manchester's
Charity Appeal Trust**

WHY YOUR COMPANY SHOULD DEVELOP A CHARITY PARTNERSHIP





Do some good work

Progressive, successful companies encourage their people to develop themselves and their teams above and beyond their day-to-day roles.

Working in partnership with a local charity can help companies to develop their people and their reputation, as well as to improve their recruitment and retention of staff.

If you can partner with a charity that offers the potential to support Manchester people, and provide fundraising and volunteering opportunities, you can make a real difference in Manchester and your own company.

We Love MCR Charity offers a variety of ways to engage your teams and to do some good work.



How can your company benefit?

An effective partnership with an engaging and well-connected charity can improve your business performance. Every company will have its own objectives for a partnership; below are just some of those we encounter and can help with:

- Enhancing your reputation for corporate social responsibility
- Strengthening your recruitment and retention brand
- Team-building through shared efforts away from the 'day job'
- Personal development for colleagues through tailored activities and challenges
- Creating a channel for positive engagement between your team and your clients/customers
- Socialising and celebrating as a team
- Volunteering to make a real difference
- Applying your business' core skills to benefit others in your city
- Celebrating your colleagues' efforts, e.g. through match-funding
- Delivering Social Value and giving back to Manchester.

Getting this right will strengthen your business.

We Love MCR Charity – your ideal charity partner

Our city has many great causes to support. Choosing your ideal partner takes some thought. Here's what we can offer – a comprehensive, tiered package that works whether you're simply looking for a charity to fundraise for, or a partnership that meets multiple objectives.



HEADLINE BENEFITS OF PARTNERSHIP:

Bespoke, creative approach

We listen to your objectives, then propose a partnership tailored to your needs and aims.

Case for support

We tackle Manchester's issues and opportunities directly. We support our communities, strengthen families and offer opportunities for young people to succeed. You can provide direct support through your company's direct inputs into some of our key programmes.

Brand assets

The We Love MCR heart is recognised around the world. Our mascot, Bletchley Bee, makes everyone smile, and Manchester's Lord Mayor is a symbol of our city's pride and resilience.

Network and connections

The Charity team is hosted and generously supported by Manchester City Council, which has unrivalled network reach within Manchester's business community. We can also access free entry places for popular events, such as the Great Manchester Run, and we're partners with major community events such as Manchester Day and the Festival of Manchester. If you'd like to join us with Free places for your team, just ask!

Account management

By a charity professional with decades of business and third-sector experience.

Promotion

We always promote our Partners' good work within Manchester Council, and externally through our digital communications channels. We share and celebrate your support and the differences you're making in Manchester



We don't just request your financial support. We offer a full spectrum of routes to support us, providing meaningful ways for you to help us to deliver our good work in Manchester. Join us!

Multiple levels for your company to participate are available:

- Fundraising events and ideas to engage your teams
- Volunteering for our charity events, and for the community groups we support
- Gift-in-kind support – giving your skills and resources to help us, e.g. in networking or digital communications
- Sponsorship of our Events
- Joining our programmes to mentor young people, to enhance their work skills and ignite their entrepreneurship
- Providing structured work experience and apprenticeships for local young people, with financial and operational support from the Charity.

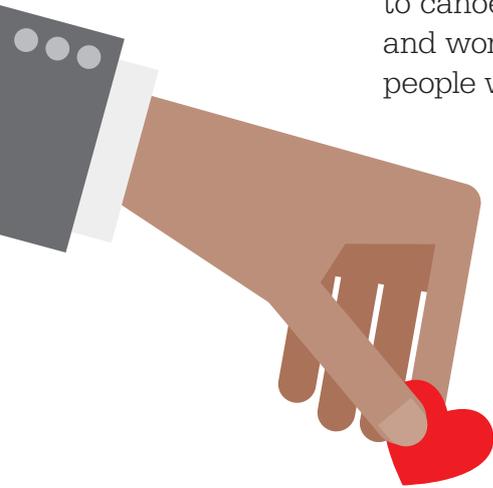
HOW CAN YOU PLAN A FUNDRAISING PARTNERSHIP?

It all starts with what you want to achieve, and choosing a set of activities that contributes to this.

Often, the best fundraising ideas come from your own teams within your company.

The We Love MCR Charity is here to offer support and guidance when you need it, and to give you inspiring ideas if you need them.

Remember – not everyone is an aspiring Olympic athlete who wants to canoe down Everest! Athletic events are great for your iron men and women, but you may also want to include ideas that appeal to people who aren't natural-born athletes.



Here are some fundraising ideas – just ask us for the one-page summary on any that take your fancy:

Mind-Over-Matter Challenges

Manchester firewalk

Tandem skydive

Manchester skyline abseil

New Year's Day dip in the Quays

Fitness Challenges

Cycling
(e.g. Manchester to Blackpool)

Runs

Tower stairs time trial

Treks
(e.g. 24-hour Three Peaks of Great Britain)

Social Events

Manchester's Got Talent night

Bake Sale

Jailbreak

Restaurant takeover night

Get thinking and planning, and invite us in to help too. We can help you convert your fundraising ideas from good to great.

HEWLETT PACKARD ENTERPRISE AND WE LOVE MCR – A NEW CHARITY PARTNERSHIP

When Hewlett Packard Enterprise (HPE) decided to relocate their UK Northern Office to Manchester city centre, they realised that a new strategic partnership with a local charity was an important element of their People strategy. With colleagues relocating from as far afield as Irvine in Scotland in 2019, there is a business imperative to land and grow the Manchester team positively.

HPE approached us as they recognised that we are an iconic and well-connected charity, capable of helping them to grow their team successfully in Manchester.

The brief is to enable them to make a positive contribution to Manchester people through gift-in-kind work, volunteering and fundraising. What a great brief! Our first projects underway in this partnership are on the opposite page:

“We are thrilled to be able to partner with such an iconic charity here in the city and are looking forward to the opportunities this will give our staff to engage with and support Manchester communities. Across our various initiatives, we hope to be able to raise up to £5000 over the coming year.”

**Mandy Ward,
Manchester Site Leader,
Hewlett Packard Enterprise UK & Ireland**



Helping us to deliver our work with young Mancunians

HPE colleagues will be trained as mentors to work with us on offering opportunities to young people planning and starting their careers.

The HPE team are hosting their first We Love Manchester Summer School session. This project supports young school leavers to discover the world of work, particularly in the industries booming in Manchester, with Digital and Tech leading the way.

Fundraising

Free race places were given to HPE to the world-famous Great Manchester 10K Run. The HPE 10K Team were able to see Manchester at its very best, stretch their legs in our city, and raise £1,000 in this their first fundraising effort.

HPE colleagues and We Love MCR are now working to develop exciting fundraising plans, where the emphasis is as much on team-building and fun as it is on fundraising.

Volunteering

Together as a team, colleagues have used one of their corporate 'volunteer days' to help improve a community in Manchester (Moston). They descended on Moston Brook, guided by the Council's Neighbourhood team, armed with tools, litter-pickers and plenty of good humour. Moston Brook is a much-loved community space that needed a bit of TLC. By getting stuck in to gardening, clearance and litter-picking, the team were able to greatly improve the area. Through the HPE Foundation match-funding programme for volunteers, they were able to present us with another £250 donation. A win:win:win for the HPE Team, the Moston community and the We Love MCR Charity!



GOOD WORK

We Love MCR aims to build stronger, fairer, safer communities. Here are two case studies of how we put our funds to good use, thanks to our amazing fundraisers and volunteers.

Widows Empowerment Trust

The Widows Empowerment Trust aims to address loneliness and a lack of access to services for some of our most isolated citizens.

The Trust applied for a We Love MCR Stronger Communities Grant to pay for two sessional workers to reach out directly to widows previously facing barriers to getting involved in the community. The grant also allowed them to train and develop a large number of local volunteers, to enable them to grow their positive work, and support more of their community.

“Paying volunteer expenses encouraged volunteers to participate and get really involved. Recruiting 62 volunteers created a greater number of opportunities to offer services for the widows we support. In addition, we were able to connect with more community organisations. As a result, we were able to understand and meet the needs of widows better. The funding really helped our organisation to get more recognition, connect more in the community and support more women.”

Oyovwe Kigho
Founder and CEO



WIDOWS EMPOWERMENT TRUST
Promoting Social Inclusion



Leeland's journey

Leeland was referred to the We Love Manchester Summer School programme after leaving school. Although he knew he wanted to follow a technical and vocational path in engineering, he had very limited knowledge of the career paths available, no connections to the industry, and no relevant work experience. Leeland did not have plans for the summer period, but was keen to use his time constructively and develop new skills.

Leeland joined the programme and was initially supported by his mum to attend and engage. Over time he grew in confidence as he made some new friends, travelled to new places independently and accessed new activities. Halfway through the summer school, Leeland joined the National Citizen Service programme, which included a residential trip to the Lake District, a community social action project and a public speaking task – real challenges and achievements for this young man.

Since Summer School, Leeland has enrolled at college and is progressing well on his engineering course and GCSE maths resit. In October 2018, he completed a one-week placement arranged by the charity at the Our Town Hall Renovation Project, working with several large construction and engineering firms to learn about potential professions and opportunities in these sectors.

Leeland continued to work with We Love Manchester and the Aspirational Mentoring project. He was matched to a professional mentor at One Manchester to develop his career in engineering.

We Love Manchester has also awarded Leeland a bursary to pay for his provisional driving licence; learning to drive will help Leeland apply for a broader variety of apprenticeship roles once his college course has finished later this year. We're thrilled to be a part of Leeland's success story, and hope that he will stay with us as an Ambassador and Mentor for young people who follow his path with We Love MCR.





NEXT STEPS

To arrange a conversation to explore a partnership with us, please contact Ged Carter, We Love Manchester Charity Development Manager:

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