



CORPORATE INFORMATION PACK

Involvement



Success

Social

Customer Satisfaction



Team building



Enthusiasm

Motivational



Rewarding



Worthwhile

Community



Corporate Information Package



Introduction

Charities and companies working together to achieve mutual goals and benefits is becoming increasingly widespread across all industries and sectors. The Rainbow Centre for Conductive Education is forging exciting partnerships with businesses of all shapes and sizes with the emphasis on mutually rewarding collaborations which offer tangible results for all parties.

Working with The Rainbow Centre can be very valuable to organisations as we are professionally run and highly regarded within the community as well as championing a cause that will engage all.

We are a registered charity based in Fareham which provides Conductive Education for children with cerebral palsy across the south of England. Conductive Education is a system of learning that concentrates on ability, not disability, builds self confidence and helps people to become more independent, lead more fulfilled lives and take an active role in society. With 1 in 400 children born with cerebral palsy and a catchment area of over 5 million people this is an important and worthy cause.

Partnering with The Rainbow Centre is not simply about giving a donation, as much as we welcome these, and it is not simply about ticking a Corporate Social Responsibility box – there is so much that your company can gain. Customers and employees enjoy working with organisations that show a caring and socially responsible side. Marketing activity, tied in with charitable involvement, shows fantastic results.

Employee development and team building go hand in hand with many of our events and activities. Furthermore there are many opportunities for improving your standing and awareness as we receive much publicity and have a high media profile.

Read on to discover how you can make a positive impact on your business as well as the lives of children with cerebral palsy!

The Rainbow Centre for Conductive Education

The Bradbury Building Palmerston Drive Fareham Hampshire PO14 1BJ Tel: 01329 289 500 Fax: 01329 235 895

www.rainbowcentre.org enquiries@rainbowcentre.org

Benefits for your company

Personal Development and Team Building

Organisations that have worked with The Rainbow Centre have been able to enhance their employees' personal development and skills whilst building team spirit, confidence and drive to succeed. This is achieved through employee participation in events such as treks, cycle rides, skydiving etc, or working in groups on organising events or undertaking a project.



Marketing & PR

You can use your partnership with The Rainbow Centre to great effect in your marketing activities. Clients like to deal with businesses that have a caring, positive image and having close links with a well respected charity can improve your reputation and branding as well as being a great way to stand out from the competition. The Rainbow Centre has an outstanding relationship with the media and our dedicated PR team will work with you, to get excellent press coverage as well as exposure on our website and publicity in our forthcoming newsletter.



Better Customer Relationships

By incorporating charitable involvement with your customer relationship programmes, you give greater meaning to those activities and generate goodwill with your customers by demonstrating your values and highlighting your commitment to social responsibility. You will benefit from the recognition and respect that customers give to socially active companies.

Enhanced Employee Relationship

A partnership with The Rainbow Centre will contribute towards better employee relations, recruitment and retention. Research shows that employees feel good about an employer who exhibits good community involvement and company loyalty and morale can be greatly improved.

Environmentally friendly

Involvement in our recycling programs or giving gifts in kind are also great ways for your company to deal with any surplus stock or process waste in an eco-friendly way whilst helping to decrease your disposal costs and raise funds for our important work.



These are just a few of the benefits of partnering with The Rainbow Centre, for more information and case studies do look at our website and please contact us to explore the specific benefits that you could gain through a tailor-made, personalised partnership with us.

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Options for involvement

There are so many opportunities for involvement with The Rainbow Centre that it is impossible to list them all here. The following is just a sample of the limitless opportunities available, and we would gladly discuss what would work best for you as an organisation.

Events

The range of events is vast. You can bring employees, customers or suppliers to one of the dinners or balls organised by us, or you can hold your own event exclusive to your guests. We can organise race days, golf days, sailing days and so on; there are many ways in which you can involve your guests in enjoyable activities whilst also supporting our work.

Activities

You can participate in any of our challenging and exciting activities. These are amazing opportunities for you or your employees to visit exotic locations, fulfil personal goals and have a rewarding experience to remember forever. The activities range from treks and cycle rides to skydives and marathons; you name it and we're ready to get involved and support your efforts. Take the opportunity to achieve something for yourself whilst benefiting others.



Sponsorship

There are numerous ways that you can sponsor The Rainbow Centre including sponsoring our newsletter, a child or teacher or even an important piece of equipment. This is a great way to demonstrate your values in a very public way and show your keen appreciation of CSR to existing and potential clients. We ensure that you gain publicity and recognition for any contribution you make.

Payroll Giving

This is a government backed scheme which offers employees an easy option for helping their favourite charity in a tax-effective way which importantly offers the charity a regular monthly income with an added bonus of 28% tax (25% from April 08). It is easy for you to set up through your Payroll Department.

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Employee participation

We have had numerous work parties involved in many of our activities and projects. For example, teams from businesses have worked with us to create our gardens, build play areas and run events. This is great for community involvement programmes and team building opportunities as well as generating great press coverage.

“At BDO Stoy Hayward we are encouraged to spend time helping the community, ensuring that centres like yourselves can flourish and continue to provide an excellent service. We appreciate that for a centre like yourselves you are hugely reliant on voluntary support, and we thoroughly enjoyed our day creating a path in your garden – we were able to put some time back into the community, using skills not commonly seen in the office work place!!”

Recycling

A key revenue generating activity for The Rainbow Centre is recycling and businesses generate lots of recyclable materials. Paper, printer toners, stamps and mobile phones are all materials from which we generate income to continue our support for disabled children whilst you cut down on costs and improve your environmental credentials.

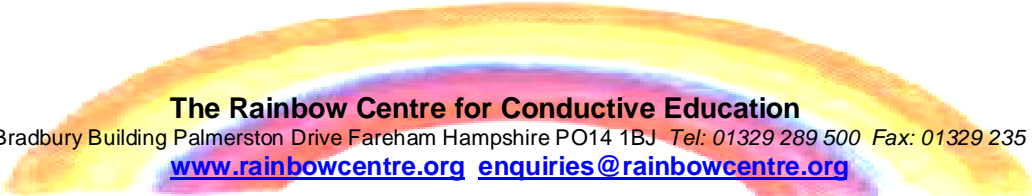
Charity of the Year

Why not get in touch with us to discover how we can create a Charity of the Year partnership with your company which will allow you to focus your fundraising efforts and maximise the benefits for yourselves and the charity. We will be on hand to support you every step of the way so that we raise as much money as possible to continue our work and everyone has a great time whilst doing it!

“There is so much more that we could tell you about the kinds of partnerships that you could have with The Rainbow Centre and the benefits it would bring to your organisation. We hope that you are interested in what you have read and would like to explore further the opportunities for becoming involved with The Rainbow Centre”.

Helen Somerset how
Co-Founder and Appeal Director

Do please contact us for more information and we will invite you to meet with our highly professional team. To initiate that meeting, just contact Julie at The Rainbow Centre on 01329 289500 or email Julie@rainbowcentre.org



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