

Charity Partner Guidance & Process 2020

Gatwick's Charity Partner initiative enables the business to take a strategic and focused approach to our community involvement and enables employees to work together in support of a common cause. Money raised through the efforts of employees will directly benefit two charities (in addition to Gatwick TravelCare, Gatwick's resident charity) over a two-year period. The partnership will run from 5th April 2020 to 4th April 2022 and will involve a series of bespoke and general fundraising activities.

Charity Partnership objectives

- To generate targeted/focused fundraising efforts
- To act as a clear and public display of Gatwick's commitment to supporting the local community
- To enable Gatwick to take a strategic and effective approach to its community involvement
- To involve all employees and enable them to work together for a common cause
- To serve as a vehicle for engaging and motivating employees
- To help the growth of the selected partner through raising awareness of the charity externally.

Eligibility and Criteria

- Be a UK registered charity and have a presence in or around the postcodes of RH and TN
- Have a clear mission statement that is in alignment with supporting the local community
- Provide a liaison/relationship manager for the entire length of the partnership to manage the relationship, act as the primary point of contact
- Ensure funds raised are ring-fenced and utilised for the sole purpose of benefitting those in the RH and TN postcodes
- Be able to work with the Community Engagement Team to deliver a sustainable, results-driven campaign
- Have sufficient existing fundraising activities that Gatwick employees can participate in and support, as well as fresh ideas for the partnership
- Ideally have experience working with corporate partners
- Be willing to invest the time and resources necessary to plan and manage a multi-year partnership
- Be able to provide creative opportunities for Gatwick to add value to the partnership through non-monetary support

Selection Process and Timeline

- *24 September – Applications open*
- *15 November – Applications close*
- *1 December – Short listing process finalised*
- *1 - 14 December – Finalists invited to present*
- *8 January – 21 January – Employee Vote*
- *By 1 February – Announcement of new Charity Partner*
- *5 April – Launch of new Charity Partner.*

Past Partnerships

- 2011-2012: St Catherine's Hospice
- 2012-2013: Sussex Wildlife Trust
- 2014-2016: Chestnut Tree House
- 2014-2018: Cancer Research UK
- 2016-2020: St Catherine's Hospice