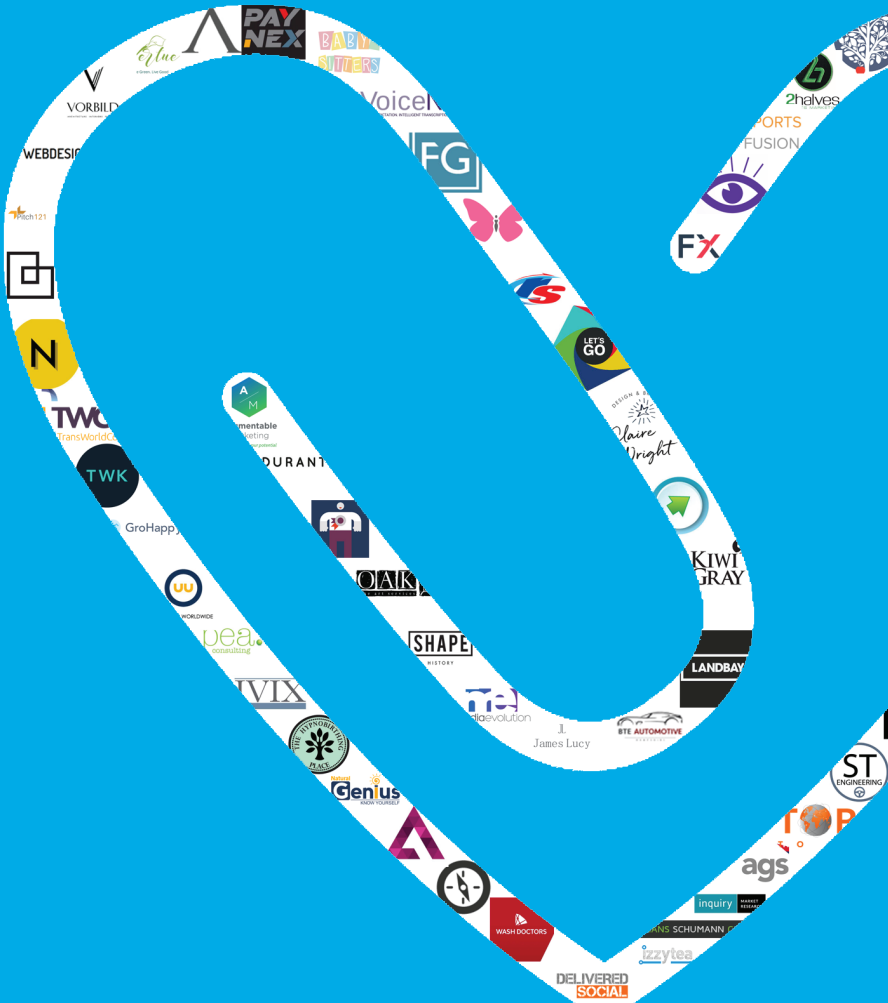


Do well by doing good

Build giving in to your business



WORK
for **GOOD**



Many of us donate to charity personally.
In fact, 43% of UK charities' income is from individuals.

Only 2% is from businesses...

...and we are on a mission to change this by unleashing the collective giving power of the 5.7million SMEs in the UK.

We're all aware of brands that have put purpose before profits, and seen great success because of it.



WARBY PARKER
eyewear



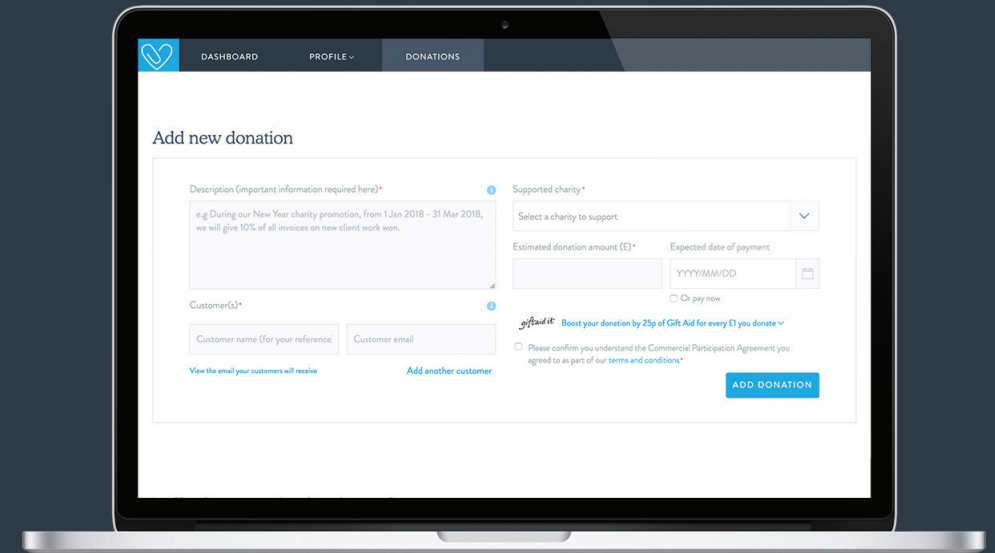
BELU
MADE WITH WATER AND ETHICS

TOAST
BREWED WITH BREAD

WHAT IS WORK FOR GOOD?

Work for Good is a membership platform for smart business giving.

Simply subscribe, choose how you'd like to give, select your charities and start donating!



While we spend a ton of money on giving, we also feel that there's a real return on that investment.

Blake Mycoskie, Founder, TOMS

TOMS



Now EVERY BUSINESS, no matter what the product or service, can build giving into their day to day.

Work for Good makes it easy for you to give in a way that's good for your business and charities – just by doing what you already do every day at work.

WHY GIVE VIA YOUR BUSINESS?

Giving back is great for charities,
but it's also good for your business.

PEOPLE

83% would be more loyal to a company that helps them contribute to social and environmental issues

(Cone Communications Millennial Employee Engagement study)

CLIENTS

89% indicated they would switch brands to support a specific cause when choosing between two brands of equal quality

(2017 Cone Communications Global CSR Study)

REPUTATION

Businesses with a clear 'Brand Purpose' (those seen as making lives better) grew **3 x faster** in value on average over the past 12 years

(Millward Brown's Brand 2017 index)

WHY DO I NEED AN INTERMEDIARY?

The legal bit

Businesses that encourage the purchase of goods or services on the basis that some of the proceeds will go to charity need a **Commercial Participation Agreement (CPA)** under the Charities Act . It's a cumbersome legal agreement, but an important one that protects charities from being used for sales promotions without their knowledge.

Many charities simply don't have resource to embark on these lengthy agreements and get them into place with smaller businesses unless their donations are above a certain amount (usually £50k+). This means millions of sole traders, small and medium businesses can't give off the back of sales or promotions, and many charities lose out on their collective giving power because of this.

With a Work for Good membership, the legal, tax and admin hassle is taken care of, allowing you to easily donate in a visible, marketable and compliant fashion.

It is not always possible to deal directly with smaller businesses. We are delighted that it is now easy for these businesses to support us.

WaterAid



WHAT DO I GET FOR MY MEMBERSHIP?

We give our clients the opportunity to choose any cause that is close to them via the platform. We know this is what will engage them in our giving and help deepen our relationship with them.

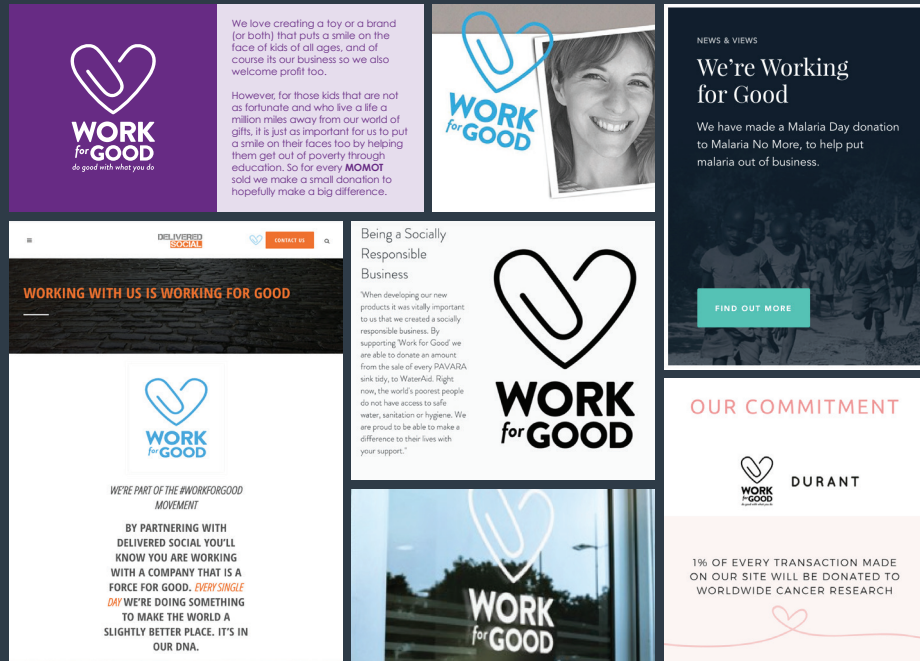
Laura Hannan, Director, Pitch 121



MAKE YOUR MARK

Members proudly display the Work for Good mark, standing out against their competitors and showing they are making a difference.

Sharing how and why you Work for Good is great for your own business, and sharing our mission and our mark means more and more people will join this community and help boost income for good causes.



I saw the Work for Good logo on Claire Wright's (WFG business member) page and it drew me to her. I have a very strong sense of social responsibility and I try to make a positive impact on the world. We connected immediately and it has been a very successful working partnership.

Jenny Whisker, The Sewing Kind, and customer of a Work for Good Member



WAYS TO GIVE

By pledging to donate in a way that is directly linked to your business activity, your giving is transparent and visible to all your stakeholders.

Give through your sales

Give a percentage of your total sales, or for a particular product or service.

Give through your fees

Give a percentage of your fees for a specific client or project.

Give when you succeed

Give a percentage or fixed amount, if you hit a target.

Give a day

Choose a day and donate all or a percentage of what you earn that day.



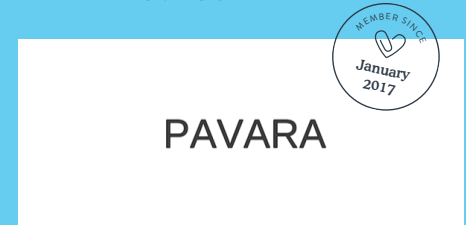
KAIHOKO IS A TECH CONSULTANCY THAT GIVES 5% OF EVERY INVOICE TO CAUSE



APPLEGARTH IS A RESTAURANT THAT GIVES THE PROFIT FROM EVERY MEAL FROM ITS CHARITY TABLE



THE WEB KITCHEN GIVES 5% ON NEW BUSINESS WON IN DEC & JAN



PAVARA GIVE 20P FOR EVERY PRODUCT THEY SELL

MEMBERSHIP

Our annual membership is based on how many people you have in your business. It's free for charities to join.

Package	No. of people	Annual membership
Solo	1	£25
Micro	2 – 9	£75
Small	10 – 49	£250
Medium	50 – 249	£500
Large	250+	£750

We deduct five percent from donations, which we use to help raise more money for charities. We connect them with businesses who want to give, take out the costs of fundraising and free up their time to focus on what matters most.

WHO ARE WE?

Work for Good is a social enterprise on a mission to unleash the giving power of the business world.

It's the brainchild of Rupert Pick, who was inspired to give back to the amazing hospital staff who care for his daughter Ottie. Ottie was born 10 weeks premature, weighing less than 3 lbs and with two rare

genetic conditions that affect both her bones and her heart.

When Rupert decided to donate the fees from his next workshop to the Evelina London Children's Hospital, it made him wonder about all the wonderful things that could happen if only more businesses chose to give through their work.



Ottie is an inspiration and a joy and she has gifted us the opportunity, with your help, to make a real difference to thousands of good causes.

Rupert Pick, Founder, Work for Good.



Our charity table pledge has led to increased bookings and lots of positive PR.

Will Benson, Owner, Applegarth





WORK
for **GOOD**

Impress your clients. Inspire your people. And above all, be a force for good in the world.

FIND OUT MORE

✉ hello@workforgood.co.uk

☎ 0203 603 7007

🖱 workforgood.co.uk

Business' can no longer afford to ignore the importance of giving back, and Work for Good is a great way to help them do it.

Sir Harvey McGrath, Chair, Big Society Capital

