

Corporate Social Responsibility (CSR)

What does it mean to your business?

CSR refers to the voluntary actions that your business can take, over and above any legal requirements, to address its own competitive interests and those of the wider society and community.

It is about how your business takes account of its economic, social and environmental impact in the way it operates; maximising benefits and reducing downsides.

Many companies have experienced how the benefits of partnerships with major charities have contributed to their corporate social responsibility policies.

Why support Birmingham St Marys Hospice?

Birmingham St Marys Hospice is the largest independent hospice in the West Midlands and an established centre of excellence for care, support, education and training. The ethos of Birmingham St Mary's Hospice is characterised by the passions of the people who work there and the emotions of the people they care for.

For almost 30 years, the prime aim of the Hospice has been to provide free care and support that is tailored to meet the individual needs of the people whose lives we touch every year - and the needs of their families and loved ones.

Advantages of a partnership with Birmingham St Marys Hospice

Building relationships with companies enables us to reach more people who need our help and to help improve awareness among the local community and general public about the services we provide.

Some of the commercial advantages for your business include:

- enhance brand image and help with positive PR
- enhance customer loyalty – people like to support companies that care
- Generate increased awareness and appreciation of your business among the general public
- Promote goodwill among your employees, improving staff development and morale

The support you can expect from Birmingham St Marys Hospice

- a personal contact who will manage the partnership and be your main point of contact
- fundraising ideas and help with delivering an effective fundraising programme

How you can get involved with Birmingham St Marys Hospice

There are many ways in which your company can get involved with Birmingham St Marys Hospice including:-

- Choosing us as your Charity of the Year
- Employee volunteering
- Staff fundraising
- Supporting us by attending our events
- Sponsorship events eg. Parachute jump, fun runs, midnight walk

If you would like any to support the work of the Hospice or would like to discuss any of the above ideas, please contact Gavin Petrie on 0121 472 1191 or email: gavin.petrie@bsmh.org.uk