

# INSID& OUT

Hello, and welcome to our Summer Newsletter.

The Kage Partnership first opened its doors in 1998 and, 16 years on, the corporate fundraising landscape is a very different one.

With the help of Douglas Rouse, Corporate Partnerships Director at Save the Children, in this issue we look at the changing face of corporate fundraising.

Douglas entered the NFP sector after a 22-year career in banking. He spent seven years at the British Heart Foundation as Head of Corporate Partnerships, achieving 28% year on year growth.

He joined Save the Children as Corporate Partnerships Director in 2009 when the corporate team was 14-strong with an annual income of £3.4m. Less than five years later, the team has doubled in size and the income is £24.5m (2013).



Liz Grimes,  
Kage Partnership

## GET IN TOUCH

For knowledgeable and friendly advice on any aspect of recruitment, please contact Liz Grimes, Tim Iredale or Vladka Paligova.

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## Corporate Price Tag: It's Not Just About The Money, Money, Money

We talk Partnerships with Douglas Rouse, Corporate Partnerships Director at Save the Children

### What prompted you to move to the sector?

I was incredibly fortunate to have a very successful career in the City but it was a very selfish existence and always a means to an end. The end was to say 'thank you and now how can I make a big difference to a cause close to my heart and to people less fortunate than me?'

### And what do you like about working in the sector?

When I joined the sector I was surprised by the huge lack of commercial approach, the lack of appreciation for the value of many incredible brands. I knew I had a lot to learn but really felt I could make a huge difference. It's

great to be influencing that change in a small way, and also transferring those once cold commercial skills into warm incarnations that transform life chances for beneficiaries and career paths for ambitious talented fundraisers.

### What are the major differences between the two sectors?

The big difference is the passion and the pride in the work in the third sector. Genuinely, I love coming to work, working as a team where we all challenge each other in a constructive way to deliver the best outcomes for our beneficiaries.

### What is your view of the current corporate fundraising market?

The corporate fundraising market is buzzing with activity. The landscape has changed dramatically and continues to do so, which is what makes it so exciting



to be a part of. There is a concerted move away from old traditional partnerships i.e. old fashioned Charity of the Years that last 12 months... really, what can you achieve in such a short period of time?... you barely get to know each other. Likewise, purely grant-based partnerships, while being able to make a good difference, still leave so much value on the table for both partners. Boundaries are now being crossed, collaborative working across multiple stakeholders is delivering transformational change.

## Charities are being bolder and much more ambitious as they should be.

### What do you think each side is looking for from a corporate partnership nowadays?

Generally both sides are looking for a longer term commitment. Most CotY's now run for 2 to 3 years which should be the minimum timescale. The investment that both parties are now making requires a long term commitment to ensure maximum benefit is achieved for both sides.

Cash is still an important focus but more and more a company's skills, expertise, networks, products and services, if harnessed in the right way, can transform the life chances for so many beneficiaries. At Save the Children we have worked with 3 key historic partners to transform the scale and scope of activity. All have moved away from a grant or staff-based focus to involving and inspiring all aspects of the respective businesses globally to deliver new products, new innovations and new ways of working for all organisations. We are immensely proud of GSK, RB and Unilever who really are leading the way in partnership working.



**Save the Children**

### How, in your opinion, will corporate fundraising partnerships develop in the future?

I'm convinced there is so much more to come. Much closer working with corporate partners and multiple stakeholders, such as governments and institutional donors, will create some real game changers. The business world loves to leverage and slowly charities are learning the massive benefits available and growing in confidence in aiming high and being ambitious.

### What advice would you give to those pitching for a partnership?

Only pitch if there is a real connection, something tangible for both of you. Do not create something... it's a wasted effort. Keep the pitch short and concise... death by PowerPoint really is death by PowerPoint. You can never do too much homework... understand your donor, their motivations and objectives and always ensure you can deliver in spades!

### You have been responsible for recruiting a number of people since joining the sector. What qualities do you look for when recruiting a new member of your team?

I really enjoy recruiting and adding energy, innovation and passion to the team.

## I always look for ambitious, hungry team players who will challenge me and also the organisation I work for.

Discipline and focus are also two key qualities. It's very easy in the sector to be distracted as there are so many opportunities but, realistically, only a handful really work so it's important to focus on these at all times.

Naturally I'm biased but, from a career perspective, corporate fundraising really is the place to be, offering huge diversity and incredible opportunity!

## HAVE YOU SEEN OUR NEW WEBSITE?

**We were very proud of our old website, but after 13 years we thought it was probably high time for a change.**

It has now been brought bang up to date with much better functionality, interesting content, some brand new icons and a rather nice selection of 'easy on the eye' pastel colours.

Our new website has lots of handy tips, advice and information such as:

- Current vacancies
- CV do's and don'ts
- Application forms & supporting statements
- Preparing for an interview
- Finding the right person
- Our newsletter archive
- Fundraising salary survey
- Some info about us with a few scary photos!

**For those of you not familiar with the Kage Partnership, we have been recruiting Fundraising, PR and Marketing professionals to positions at all levels within the not-for-profit sector for the last 16 years.**

We pride ourselves on being accessible to all of our clients. If you would like a chat, please just give us a call.

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