

# Corporates asked to support Children's Hospital Fund

With over 22 years in the NPO sector and the official fundraiser for the Red Cross War Memorial Children's Hospital in Cape Town, the Children's Hospital Trust receives donations from government, individuals, institutions, trusts and foundations as well as donations left in individual's wills.



## The Children's Hospital Trust

Advancing Child Healthcare through the  
Red Cross War Memorial Children's Hospital.

Corporates, which made up 9% of donors in 2015, are invaluable supports but there are diversified opportunities for them to get involved other than donating money. By partnering with a credible charity brand, there are also incredible sponsorship, media and publicity opportunities for the business.

Cape Union Mart, which has spent the last ten years donating to the trust annually, holds an ethos that companies don't exist just to satisfy shareholders. "To be successful, we need to serve the interests of our customers, our staff, our suppliers and society as a whole. Businesses do not operate in a vacuum," executive chairman, Philip Krawitz, says.

"Medpages, along with other corporate companies, have come to realise that we cannot operate in isolation in the community and that good governance and social involvement go beyond the work performed in our own offices," explains Robyn Cohen, HR manager for Medpages.

Likewise, Levi Strauss's factory in Epping has seen staff raising funds for the trust, while challenging the head office to match their funds. They've also hosted a Christmas party for the children. The Fairheads Benefit Service runs a Give As You Earn (GAYE) programme, allowing staff to contribute a small portion of their salary to the trust.

## Ways corporate companies can get involved:

### Corporate social investment (CSI)

CSI is often calculated as a % of an organisation's income. This % is invested in the social, economic or environmental well-being of society. The return on investment is measured by the value to its ultimate beneficiaries.

### Cause-related marketing (CRM)

Over the past 22 years, the Children's Hospital Trust has partnered with respected brands that share parallel brand values to achieve mutually-beneficial goals. Through creative CRM campaigns our partner brands have benefited from the positive publicity and sales spin-off and enhanced brand equity in the marketplace. The proceeds enable the funding of priority building projects and upgrades to the hospital.

### Give As You Earn (GAYE)

A payroll-giving programme operated by an employer enables employees to donate from their salaries on a monthly basis. The donation is taken into account by the employer when calculating the monthly employees' tax to be deducted. This way, giving back creates value for the employee, the organisational culture and ultimately, the beneficiary.

### Volunteering

The Red Cross Children's Hospital offers formal programmes for individuals. Once-off company group visits are supported whereby staff members can engage with patients.

## **Gifts in kind**

Your company could donate useful goods or professional services which would otherwise incur operational expenses for a charity, for example meeting venues, event venues, catering of events, office supplies. Goods donations attract company tax benefits and B-BBEE points.

## **In lieu donations**

Instead of sending corporate gifts to your clients, be different and make a donation. The trust will send you an appropriate card/letter to send to your clients to inform them of the gift that has been received in their honour.

## **Host an event/select the trust as your beneficiary**

Do you already host an annual event/campaign that can benefit the trust? Events are a great way to get the message out and raise funds on the day.

## **Sponsorship**

The trust offers corporates a variety of sponsorship opportunities some of which include title sponsorships of key events, sponsorship of our charity sports teams as well as sponsorship of publications such as the annual reports.

For more, visit: <https://www.bizcommunity.com>