

Corporate community investment in financial and related professional services

The UK's financial and related professional services sector (FRPS) accounts for a significant proportion of corporate community investment.

In 2017, FRPS firms gave an estimated **£535 million** in cash and in-kind donations



Six of the ten highest contributing firms in the UK came from FRPS



38% of respondents gave in every UK region



However, our research has highlighted that there is still work to be done to make corporate community investment as effective as it can be.

Businesses can draw inspirational and practical examples from **four routes to effective corporate community investment...**

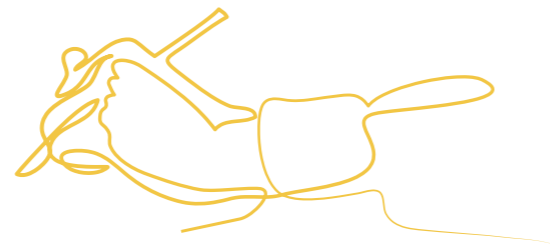
Four routes to impact

Route 1. Issue ownership

Look beyond broad focus areas to take ownership of a specific issue or issues about which they can make a measurable difference.

What can ownership achieve?

- A clear focus about which a coherent programme of activity can be built.
- A more straight-forward and consistent measurement of impact.
- Resource allocation and investment makes greater sense to the business and stakeholders.
- Offers a point of differentiation.



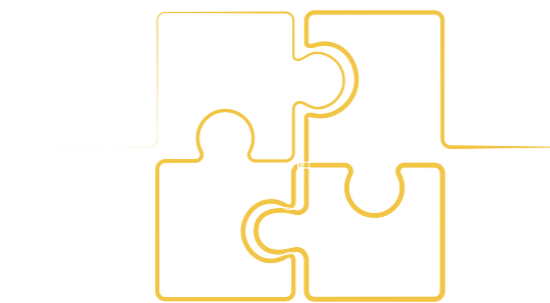
“Ownership allows for the simple articulation of the community programme to employees. This helps the elevator pitch and makes the story easier to tell”

Route 2. Consolidation of activities

Increase recognition, understanding and buy-in to programmes by consolidating activity under a broad banner or brand.

What can consolidation achieve?

- Local operations and employees can see how they are contributing to something bigger.
- Consolidation galvanises and motivates action and engagement.
- Builds a coherent narrative across the full range of community activities.
- Better enables programme-wide reporting and assessment of results.



“Consolidation helps the brand team deliver a co-ordinated message to internal and external stakeholders”

Route 3. Collaboration for amplification

Work with other businesses to pool resources, make the most of their competences and amplify the impact that they make.

What can collaboration achieve?

- Amplify impact by reaching more beneficiaries and more diverse groups.
- Makes businesses more effective and promotes best practice through sharing different skill-sets and competences.
- Reduces costs and creates economies of scale.
- Improves the long-term sustainability of a programme.



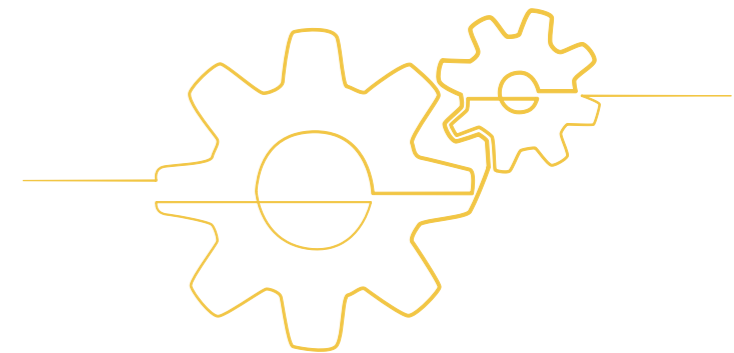
“Collaboration helps develop networks across functions and at different intervals along the programme journey”

Route 4. Integration across the business

Align the community programme to the broader goals of the business.

What can integration achieve?

- Helps secure buy-in from core business operations.
- Presents a greater opportunity to take programmes and impact to scale.
- Increases the sustainability of support beyond direct donations.
- Generates engagement and excitement among employees that they can deliver value to their business as well as the community.



“There needs to be a change of perception from seeing community programmes as purely philanthropic to one that sees the role they can play in addressing issues that are central to the business”

Case studies

Owner case study

Royal London, Support for people with chronic or long-term conditions

What: In 2016 Royal London took the strategic decision to bring a greater focus to its activities in the community by addressing a specific issue: people with a chronic condition.

How: A network of Corporate Responsibility Champions was set up across Royal London's offices to work closely with partner organisations to involve staff and help ensure an effective working relationship. Staff voted on which issue to focus on, and decided on supporting people with a chronic or long-term condition. This issue also strongly aligns Royal London's function as a life and pensions provider.

Consolidator case study

Deutsche Bank, 'Born to Be'

What: 'Born to Be' is a global youth engagement programme aiming to help young people reach their potential by developing skills, confidence and broadening their aspirations.

How: In the UK, Deutsche Bank works alongside expert partners to support education initiatives for secondary school children. The 'Pathways to Banking and Finance' initiative draws on wider business expertise and works with Deutsche Bank's HR department and the Sutton Trust to bring opportunities to disadvantaged young people whilst meeting Deutsche Bank's ambitions to attract more diverse talent.

Collaborator case study

Zurich, Prudential, Aviva and Legal & General, plus 15 others, 'A Call in Time'

What: The 'A Call in Time' programme was established to help prevent the isolation experienced by older people. Zurich employee volunteers call a designated older person on a regular basis.

How: Zurich Community Trust realised there were limits to how many people can be supported by its workforce, so decided to scale up the programme by involving other companies. The Trust organised events with Age UK to showcase 'A Call in Time', and engage other companies, and held training sessions with new corporate partners to onboard them. Companies then worked together to manage the programme with Age UK.

Integrator case study

Nationwide Building Society

What: The building society has developed a new approach that involves different elements of the business in addressing a range of local and national housing-related issues.

How: Different functions of the business deliver elements of the programme relevant to them:

- The Social Investment Team addresses local housing needs through regional community boards that fund projects in their area. The projects are voted by Nationwide's members.
- New products have been developed, tailored to the needs of the armed forces, while specialist support is made available to customers with life-limiting conditions.

