

# Benefits of Supporting Carers Gloucestershire



## Fundraising makes good business sense

Our useful guide summarises some of the many benefits for your organisation of supporting a charity.

## Giving back is good for you!

One of the biggest benefits of supporting a charity is the feeling you get from giving to others. Businesses can make the world a better place by actively collaborating with charities such as Carers Gloucestershire to make a lasting difference in the local community.

Did you know that one in three of us will have caring responsibilities during our lifetime and that around 30,000 carers in Gloucestershire juggle work and care?

Most of your employees will know someone who has caring responsibilities – whether a child with additional needs, spouse with mental health issues or a parent with dementia. By choosing a local charity such as Carers Gloucestershire, you are supporting local people. And that feels good!

Contact us on 0300 111 9000 if you would like to talk to us about how you can support carers in your workplace.

## Employee benefits

Getting your company involved with your community is a great way to boost morale and keep employees motivated. Working as a team to raise money for a local cause or enabling staff to lead fundraising campaigns or donate hours to volunteering is fun for the whole business.

Not only does it give everyone the opportunity to interact with colleagues across the organisation, supporting a local charity like Carers Gloucestershire can also give employees the satisfaction of giving back to the community.

And research shows that employees are attracted to organisations that practice CSR and support charitable causes

## Great for public relations

Supporting a charity like Carers Gloucestershire is a good way to help us raise awareness of the challenges faced by Gloucestershire's 63,000 unpaid carers while introducing your brand and company to potential new audiences.

You can spread the word about your fundraising events on your social media platforms, website and engage with the local media. And we will work in partnership with you to provide content, share posts and create a buzz.

## Gain customer support

Giving back to your community will help you build stronger relationships with your existing customers and gain new ones. A 2010 study by Cone Communications revealed that 85% of consumers have a better outlook on businesses that give to a charity that they care about.

Participating in charitable giving demonstrates to your customers that you care about your community. Giving a percentage of your profit to good causes is a great way to rally the support of your customer base and can even help create new marketing opportunities to expand your reach.

## Tax deductions

One of the most immediate benefits to your business from supporting a charity is being able to get a charitable donation tax deduction. Donations that are generally tax-deductible include sponsorships of charities or events, donations of services and cash donations.

Check out the [HM Revenue & Customs website](#) to make sure to follow the rules and avoid any tax problems.

**Any questions? Please give our fundraising team a call on 0300 111 9000 or email our Fundraising Manager, Gail Mattocks, [gmattocks@carersgloucestershire.org.uk](mailto:gmattocks@carersgloucestershire.org.uk)**

Contact us on 0300 111 9000 [www.carersgloucestershire.org.uk](http://www.carersgloucestershire.org.uk) Follow us  

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