Corporate sponsorship and matched funding Guide



Corporate donations and matched funding can be a fantastic way to increase your fundraising total and bring you closer to reaching your goal. This guide will offer some tips on how to approach businesses and secure support.

What is a corporate donation?

This is where a specific company agrees to donate to Hft because you have asked them to. The money they donate will go towards your fundraising target.

What should I ask for?

Businesses might be able to support you in any of the following ways:

- A one-off donation
- The opportunity to run an event (such as a staff room cake sale)
- Sending an email to all their members of staff promoting your cause

One of our amazing Warwick students climbing Machu Picchu raised over £400 from companies alone!

Who should I contact?

Outside of your own workplace, think of companies that you have a connection to. Some examples would be companies your friends and family work for, companies that are local to you, or have a connection to Hft.

What could I offer in return?

- Wearing a t-shirt with the company's branding on when you take part in your challenge
- Publicising the business at any fundraising events you are planning to run

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hello@hft.org.uk
hft.org.uk

What do I need?

A letter of authority confirming that you are fundraising on behalf of Hft. If you don't already have one, just get in touch with your charity contact and they will be happy to provide one.

To save time, you can also use the template letter we've put together for you!

What is matched funding?

Matched funding is when a company agrees to match some or all of the money you raise. For example, if you raise £1,000, a company could donate another £1,000, doubling your fundraising total to £2,000.

Who will give me matched funding?

Your employer is often the best place to start when looking for matched funding. Many companies have schemes in place to match donations made by their employees, so it's worth checking

How does the money get to Hft?

There are a few ways for companies to provide matched funding. This is often done through a dedicated matched giving platform, such as the Charities Aid Foundation, but we can also receive donations by cheque or bank transfer.

What do I need to do?

If you manage to secure matched funding, please let us know by emailing over the following information:

- Name of the company
- Name of the platform they are using if applicable, or which method of payment they would like to use
- Donation amount

This helps us to add the donation to your fundraising total smoothly.

Questions?

If you have any questions please do not hesitate to contact our supporter care team by calling: 0117 906 1699 or emailing hello@hft.org.uk



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