

Why should your business promote corporate social responsibility?

Kids Inspire's corporate partnership scheme is an exciting way for your organisation to fulfill its corporate social responsibility objectives, whilst making a real difference to the children and families we support in Essex.

Some of the benefits include:

- Promoting a good business reputation, which makes it easier to recruit employees.
- Encouraging lower employee turnover, thus reducing the costs and disruption of recruitment and retraining.
- Improving motivation and productivity of employees.
- Supporting young people and families in your local community to promote a safer and healthier environment, which can, in turn, encourage growth.
- Helping to ensure you comply with regulatory requirements.
- Involvement with the local community, providing opportunities to generate positive press coverage.
- Understanding the wider impact of your business, thereby helping your business to develop new products and services.
- Differentiating yourself from your competitors.

How can this work for you?

Our dedicated corporate and trust fundraising team have experience in:

- Charity of the year partnerships
- Managing commercial partnerships
- Sponsorship and event management
- Employee fundraising and volunteering opportunities
- Challenge events
- Working with charitable trusts and foundations

Whether you choose to develop a fundraising plan for your company and employees or support us at one of our existing events which take place throughout the year, our team will be on hand to assist you every step of the way.

Why choose Kids Inspire?

With bases in Chelmsford and Southend, Kids Inspire works throughout Essex supporting troubled children. Our mentoring, therapy, training and activity packages help young people and their families work through issues affecting them so they can make positive life choices and contribute positively to society.

Young people are referred to Kids Inspire, mainly by schools, because emotional issues are negatively impacting on their engagement and attainment at school. This means that they are at risk of poor long-term outcomes and life chances. The causes vary widely: some have suffered trauma, neglect or abuse, others may have mental health issues, have suffered a bereavement or bullying, or have simply lost their way.

Whatever the issue, Kids Inspire steps in by offering emotional support services, counselling, individual and group therapy, music and art-based projects and a mentoring scheme. With our help, young people have improved emotional and physical health, become more confident, have improved self-esteem, increased attendance and attainment at school, are less likely to engage in anti-social and criminal behaviour and, ultimately, are allowed to realise their potential.

One of our many success stories is a young person who had suffered from severe trauma and abuse. After a long, therapeutic relationship with Kids Inspire, this young person is now studying at university with a view to inspiring other young people in a similar position to turn their lives around.

The work Kids Inspire carries out is only possible due to the fundraising support of individuals, local businesses and schools. This is the story of just one of our corporate supporters...

Baker Self Adhesive Labels, Brentwood

For the past 9 months we have been working with Baker Self Adhesive Labels. Initially, we spoke with Directors Steve and Mandy Baker. Although they had always supported charities in the past, they wanted a local charitable partnership that was "hands on" for staff to become involved with on a longer term basis.

At first Bakers helped Kids Inspire by providing car stickers, collection tins and bucket stickers as well as collection pin stickers - all fantastic marketing materials that we were not in a position to purchase but which enabled us to unify our branding. They also generously donated £2,000 from their annual golf day to kick-start their fundraising.

We were then asked to present to all staff and answer any questions they had about the charity. This gave the staff a direct link to the charity. Further to this talk, 19 members of staff took part in the Brentwood Half Marathon and Fun Run, raising an impressive £2,793.20. Many completed their first half marathon.

Bakers have various fundraising ideas which include a "donation" for use of the pool table in the staff room and for wearing non-workwear on Fridays. They also produce Sportstiks® which are self adhesive sports numbers & tattoos - this is an exciting new product and they are donating 15% of this month's sales to Kids Inspire.

Mandy Baker says: "We have really enjoyed our first year of working with Kids Inspire, they are extremely professional and put a huge amount of time and energy into raising awareness and funds for an extremely worthwhile cause - everything we have done with Kids Inspire has been fun too, we have masses of ideas for raising more money, and our team of runners are now keen to enter another major event - it was a great personal and team achievement to run the Half Marathon and Fun Run."

Baker's efforts are generating much-needed funds for Kids Inspire's work. They are making a real difference to the lives of local children and their families, and we are deeply grateful for their continued support.