



hopecentre

How companies can work with the Hope Centre

The Hope Centre and its related community interest company, Hope Enterprises tackle poverty, exclusion and homelessness in Northampton, helping people to leave homelessness, get work or training, and stand on their own two feet. Whilst we help them get there, we provide advice, support, shelter, clothes and food. We have been serving Northampton since 1974.

Why getting involved is valuable to companies

Getting involved with a charity like the Hope Centre and its CIC, Hope Enterprises, is valuable in many ways for companies:

- It fulfils the company CSR (Corporate Social Responsibility) ethos
- It can meet a need to demonstrate a commitment to the community in which they operate
- Or demonstrate a commitment to helping address an issue related to your business - eg drink problems (drinks industry), gambling (gambling industry), homelessness and debt (housing/finance/mortgage/catering providers); hunger (food industry); shelter and warmth (clothing makers) etc
- Activities engage staff and can provide opportunities to train and develop staff skills, leadership and experience
- It can help you reduce your environmental footprint through offloading spare stock/goods
- It can help with staff health and wellbeing, such as through physical activity volunteering and fundraising
- Through employment of ex-clients it can enrich your staff pool and bring in people with new experience

Companies can:

Donate money or goods:

- Donate money – this is most effective way of ensuring the continuing provision of high quality care for homeless people
- Donate specific items of equipment such as for cooking or gardening, or to equip our new building, which could take many different forms including computers or carpets; even a van
- Donate time through in kind support linked to what you do; eg lawyers providing legal advice, printers providing printing

Donate time from staff and ex-staff:

- Working in the day centre kitchen, on decoration of a building, or in a community garden with and for clients

- Helping run a class or activity, perhaps related to your skill base (eg finance)
- Providing regular volunteering for a group or individually – including secondment, mentoring and internships
- Promote the charity to ex-staff and retirees associations

Fundraise:

- Promote our fundraising events (putting up posters, advertising in in-house magazines)
- Encourage staff to take part in our activities like sponsored cycling/abseiling, perhaps as teams or in group challenges (helps with health and wellbeing of staff - activities like pedometer challenges are the only evaluated ways of doing so recognised by Public Health England to be effective!)
- Organise fundraising events in house and major events for the public on our behalf
- Make us your 'Charity of the Year'
- Sponsoring events
- Promote payroll giving or similar schemes for staff to donate
- Hold collection boxes – encourage customers to give to Hope

Employ or take our clients on work experience:

- We try to place people in work, to get them out of dependence and poverty – companies can help

Use Hope Enterprises:

- Engage Hope Enterprises to provide your buffets for events or even your in-house contract catering – we have real experience in these settings
- Buy, collect tools for repair or promote our tools, or let us sell them on site
- Engage our PAT (portable appliance testing) service

Support evaluation of what we do:

- Provide technical advice/software, analyst time

Help us market the charity:

- Offer subsidised or free printing
- Help design leaflets and publicity
- Second us design and marketing staff
- Advertise us to your customers and tell them we work together

Help us be an example nationally:

- Larger companies, with bases everywhere, may see the Hope Centre as an example of good practice that embodies a way of working that could be promoted nationwide for joint profile
- Helping us research how we work and demonstrate its effectiveness could have national recognition for the company