

Business Charity Awards

The entry process for the *Third Sector Business Charity Awards* is your opportunity to shout about just how great your business/organisation/team are! This is the chance to bring your work to life, tell us what difference you've made and be awarded for it.

The Business Charity Awards recognise the outstanding contributions made by UK businesses and pride themselves on educating the wider business community about the best ways to support good causes.

Why should you enter the Business Charity Awards

- **Raise your profile, and that of your charity partner**
- **Motivate your team**
- **Increase awareness of your organisation's charitable work**
- **Showcase your work and achievements**
- **Gain fantastic PR opportunities**
- **Have your work judged and externally benchmarked by leading professionals in the industry**
- **Attend the networking and celebration event of the year!**

General entry rules and information

The Business Charity Awards are open to all UK based companies of all sizes and across all industries. Charities may enter on behalf on their corporate partners. Joint entries from companies and their corporate foundations will also be accepted for their work with charity partners.

The entry you submit in this phase is the only evidence that will accompany your submission throughout the judging process. This includes the additional 200-word summary required by the system at the time of submission. Your written submission should be no more than the specific word limit which you will be required to copy and paste directly into the appropriate fields within the entry system.

Eligibility and confidentiality

Entries should highlight achievements from the past 12 months.

Please note that we are unable accept entries from companies primarily involved in the production of tobacco or weapons.

Organisations or individuals may submit entries on behalf of themselves or others and may enter any number of categories. Please note that entries which have been submitted for the Business Charity Awards 2017 cannot be submitted in 2018. The organisers reserve the right to retain entries for subsequent publication. Descriptions of submissions from winners and runners-up will be published in connection with the awards. Entrants may mark certain sensitive parts of their entry 'not for publication' (such as exact budget figures etc.), provided such restrictions are not used unreasonably.

Entry basics

Within each entry, you will be asked to answer the following series of questions:

- Entry title / project name**
- Company or organisation name**
- Name of charity partner**
- Charity partners cause area**
- 200 word executive summary**

The word limit for your written submission is 1,000 words plus a 200-word executive summary. It is strongly advised that you do not exceed the word limit (this does not include text within additional support material).

Business Charity Awards

Entry guidelines 2018

What your entry should include

Entrants will be asked a series of written answers specific to their category within the entry system. You then have the opportunity to provide the 'colour' for your entry within support material and images uploaded separately. We would strongly encourage entrants to upload a copy of their company's CSR strategy, or if one is not available, a statement that outlines their overall approach to social responsibility.

As part of your entry, you are also required to upload a minimum of **one high res JPEG or EPS image** to represent your entry. Should your entry be shortlisted, this image will be displayed on the Business Charity Awards website along with your 200-word summary.

You have 15MB in total for each online entry you upload. Please ensure that your support material does not exceed 15MB as you will not be able to upload it successfully.

Entry fees

Corporates: **£465 + VAT**

Charities: **£365 + VAT**

We are pleased to introduce a **25% discount on entries from LBG members**. For more information, contact Sarah Fournier | sarah.fournier@haymarket.com

Key dates

Deadline for entries:

1 February 2018 (midnight)

Awards ceremony:

23 May 2018

Categories 2018

Innovation (4)

- **Challenge event of the year**
- **Employee engagement initiative of the year**
- **Marketing partnership of the year**
- **Project of the year**

Challenge event of the year

For a staff team from a business that took part in a successful fundraising challenge to benefit a UK charity.

- **What was the event and its objectives? Include whose idea it was and the timescale for the project.**
- **How was it delivered? What resources (people, investment and skills) did the company contribute? Include any challenges that were faced and how they were overcome.**
- **What has been achieved and how was success measured? What benefits has the partnership brought to both the charity and the company?**

Employee engagement initiative of the year

For a company that has adopted policies that have resulted in a significant increase in charitable donations or activities by its workforce.

- **What was the initiative and its objectives? Include the company's overall policy on employee engagement in charitable work.**
- **How was the activity related to the mission and purpose of both partners?**
- **How was it delivered? What specific measures have been adopted? What resources (people, investment and skills) did the company contribute? Include any challenges that were faced and how they were overcome.**
- **What has been achieved and how was success measured? What benefits has the partnership brought to society, the charity and the company?**

LBG Partnership

We are proud to announce LBG as Third Sector's Business Charity Awards 2018 official event partner. LBG is a network of corporate community investment professionals from many of the world's leading companies. It provides a common standard for companies to measure and manage their community investment, and a platform to learn together how to maximise their impact.

Innovation *(continued)*

Marketing partnership of the year

For a marketing initiative between a business and a charity that has helped to promote the charity's work, or helped to raise funds. Initiatives might include cause-related, affinity and experiential marketing partnerships.

- **What was the campaign and its objectives? Include the timescale for the project.**
- **How was the activity related to the mission and purpose of both partners?**
- **How was it delivered? What resources (people, investment and skills) did the company contribute? Include any challenges that were faced and how they were overcome.**
- **What has been achieved and how was success measured? What benefits has the partnership brought to society, the charity and the company?**

Project of the year

For a scheme or initiative, either in the UK or overseas, that has successfully worked with a UK charity to help its beneficiaries. Examples of projects could include employment, work experience and training schemes for beneficiaries as well as overseas aid projects.

- **What was the initiative and its objectives? Include whose idea it was and the timescale for the project.**
- **How was the activity related to the mission and purpose of both partners?**
- **How was it delivered? What resources (people, investment and skills) did the company contribute? Include any challenges that were faced and how they were overcome.**
- **What has been achieved and how was success measured? What benefits has the partnership brought to society, the charity and the company?**

Charity Partnership (16)

- **Automotive**
- **Consumer goods/food & beverage**
- **Fashion, clothing and retail**
- **Financial services**
- **Health & pharmaceuticals**
- **Legal**
- **Media & entertainment**
- **Professional services**
- **Property & construction**
- **Small businesses**
- **Sport, travel & leisure**
- **Telecoms & technology**
- **Utilities & services**
- **Community impact**
- **Consortium award**
- **Corporate foundation award**

These categories recognise the charitable contributions UK companies make to good causes through fundraising, volunteering or by providing pro-bono support. Please address the following questions within your 1,000 word written submission for the partnership categories.

- **What was the partnership, its objectives and the social change that it wanted to achieve?**
- **How was it delivered? What specific measures have been adopted? What resources (people, investment and skills) did the company contribute? Include any challenges that were faced and how they were overcome.**
- **How have you measured the impact of the partnership? For example, have you asked your charity partner to provide regular information that shows the social change achieved, and do you use a particular framework to monitor its impact?**
- **What has been achieved? What benefits has the partnership brought to society, the charity and the company?**

Partnership categories *(continued)*

Charity partnership - automotive

For an outstanding partnership between a company in the automotive sector and a UK charity.

Charity partnership - consumer goods/ food & beverage

For an outstanding partnership between a company in the consumer goods or food and beverage sectors and a UK charity.

Charity partnership - fashion, clothing and retail

For an outstanding partnership between a company in the fashion, clothing or retail sectors and a UK charity. Includes companies within the footwear and accessories sectors.

Charity partnership - financial services

For an outstanding partnership between a company in the financial services sector and a UK charity.

Charity partnership - health & pharmaceuticals

For an outstanding partnership between a company in the health or pharmaceutical sectors and a UK charity.

Charity partnership - legal

For an outstanding partnership between a company in the legal sector and a UK charity.

Charity partnership - media & entertainment

For an outstanding partnership between a company in the media and entertainment sectors and a UK charity. Includes companies within the digital services sector.

Charity partnership - professional services

For an outstanding partnership between a company in the professional services sector and a UK charity.

Charity partnership - property & construction

For an outstanding partnership between a company in the property and construction sectors, including architectural practices and structural engineering firms, and a UK charity.

Charity partnership - small businesses

For an outstanding partnership between a business, with fewer than 50 employees, and a UK charity.

Charity partnership - sport, travel & leisure

For an outstanding partnership between a company in the sport, travel and leisure sectors and a UK charity.

Charity partnership - telecoms & technology

For an outstanding partnership between a company in the telecommunications and technology sectors and a UK charity.

Charity partnership - utilities & services

For an outstanding partnership between a company in the utilities and services sectors and a UK charity.

The following categories each have a specific set of questions to address within your 1,000-word written submission.

Community impact

For a business that has provided vital support to a charitable project in a specific locality.

- **What was the project, its objectives and the social change that it wanted to achieve?**
- **How was it delivered? What specific measures have been adopted? What resources (people, investment and skills) did the company contribute? Include any challenges that were faced and how they were overcome.**
- **How have you measured the impact of the partnership? For example, have you asked your charity partner to provide regular information that shows the social change achieved, and do you use a particular framework to monitor its impact?**
- **What has been achieved? What benefits has the partnership brought to society, the charity and the company?**

Partnership categories *(continued)*

Consortium award

For an outstanding partnership between one or more companies and one or more UK charities.

- Who are the partners within the consortium?
- When and how was the consortium was created?
- What are its goals and what social change did it want to achieve? How was it delivered? What resources (people, investment and skills) did the company contribute? Include any challenges that were faced and how they were overcome.
- How have you measured the impact of the consortium? For example, have you asked your charity partners to provide regular information that shows the social change achieved, and do you use a particular framework to monitor its impact?
- What has been achieved? What benefits has the partnership brought to society, the charity and the company?

Corporate foundation award

For a corporate philanthropic foundation that has provided outstanding support to the charity sector.

- What was the foundation and its objectives? When was the foundation set up and where does it operate?
- How much money does the foundation receive annually and where does this money come from?
- How much money has been given to charities over the past three years?
- How does the foundation deliver its objectives? Provide examples of its philanthropic work. What resources (people and skills) does the foundation have? Include any challenges that are faced and how they are overcome.
- What has been achieved and how was success measured? What impact has the foundation brought to charities and society?

Talent (3)

- Business of the year
- CSR team of the year
- Outstanding employee

Business of the year

For a business that has excelled in helping the wider community by embedding a culture of supporting charitable causes at all levels. This award will be awarded to the category winner that, in the judges' opinion, stands out above all the rest. This category cannot be entered directly and is chosen by the chair of judges.

CSR team of the year

For a corporate social responsibility team (or a team that has a similar function) that has successfully increased the charitable or socially responsible activities of the business.

- Who is in the team and what are their roles?
- What are the team's objectives and what social change does it want to achieve? How does the team measure its impact? For example, does it ask charity partner to provide regular information that shows the social change achieved, and does it use a particular framework to monitor its impact?
- What has the team achieved and what social change has it brought about?

Outstanding employee

For an individual in a company who has made an exceptional contribution to charity with the support of his or her employer.

- What has been the career path of the employee?
- What contribution has he or she made to charity?
- What have been his or her greatest achievements and in what way has the company supported him or her?