

**Complex problems
Require
Complex solutions**

It's that simple

Presented by:

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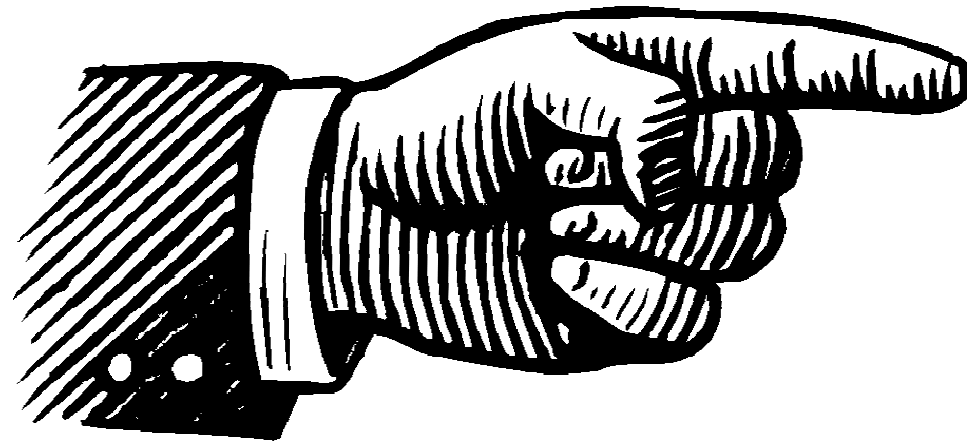
Strong bonding that is very inward and exclusive can inhibit change because the stress is on local embeddedness rather than on links to wider social and economic activities...*[in education] for example, that* if a paucity of aspiration is accepted and taken for granted, a change in that culture is a necessary prerequisite of raising educational attainment.

From 'What is the value of the community-based partnership approach?'

Civil Society



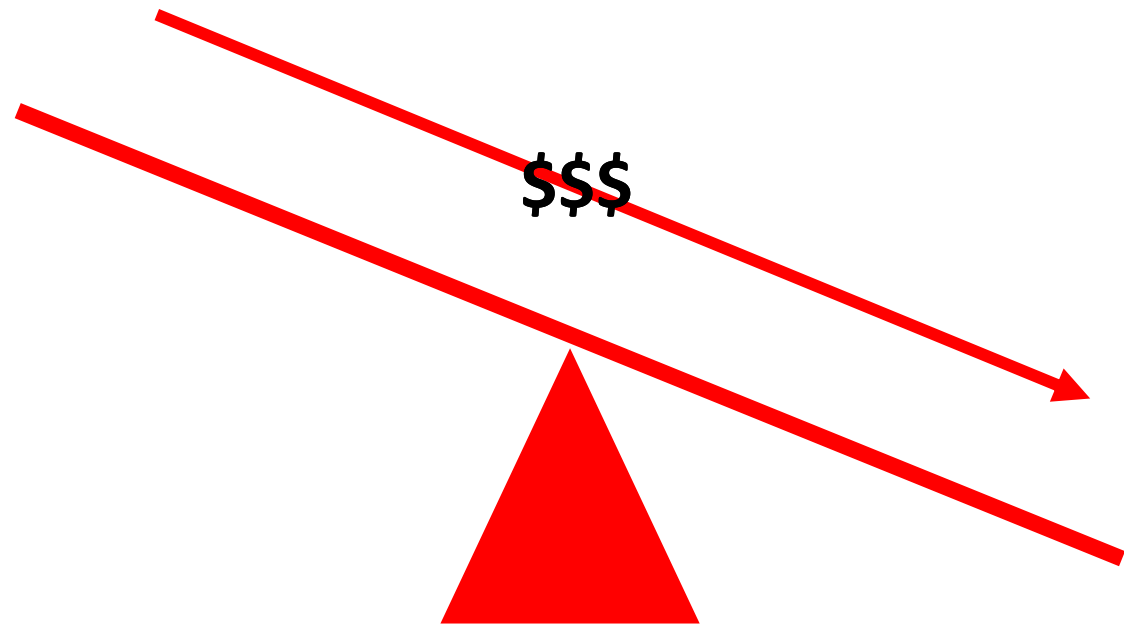
“It’s not my job”



“They should...”

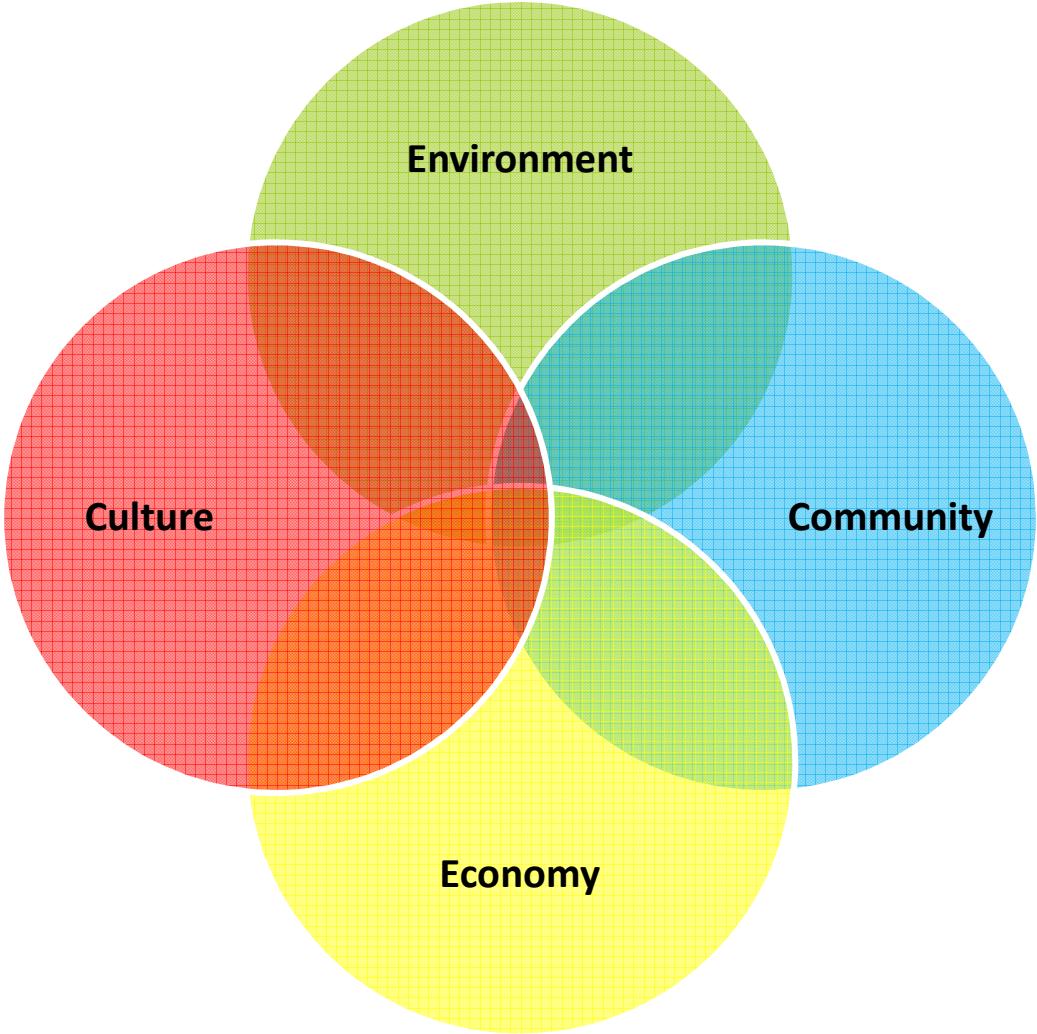
Funding and Charity

Benefactor

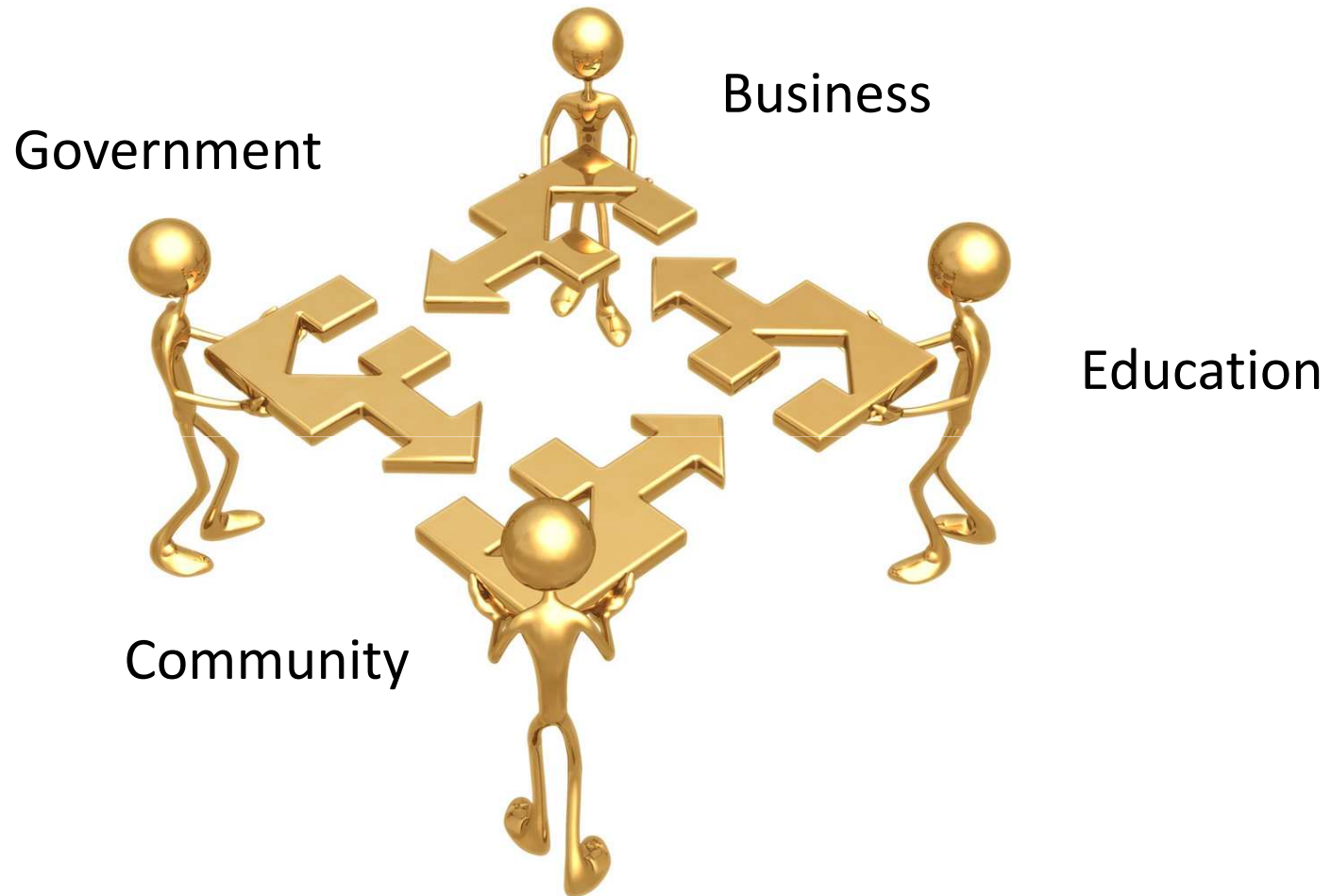


Beneficiary

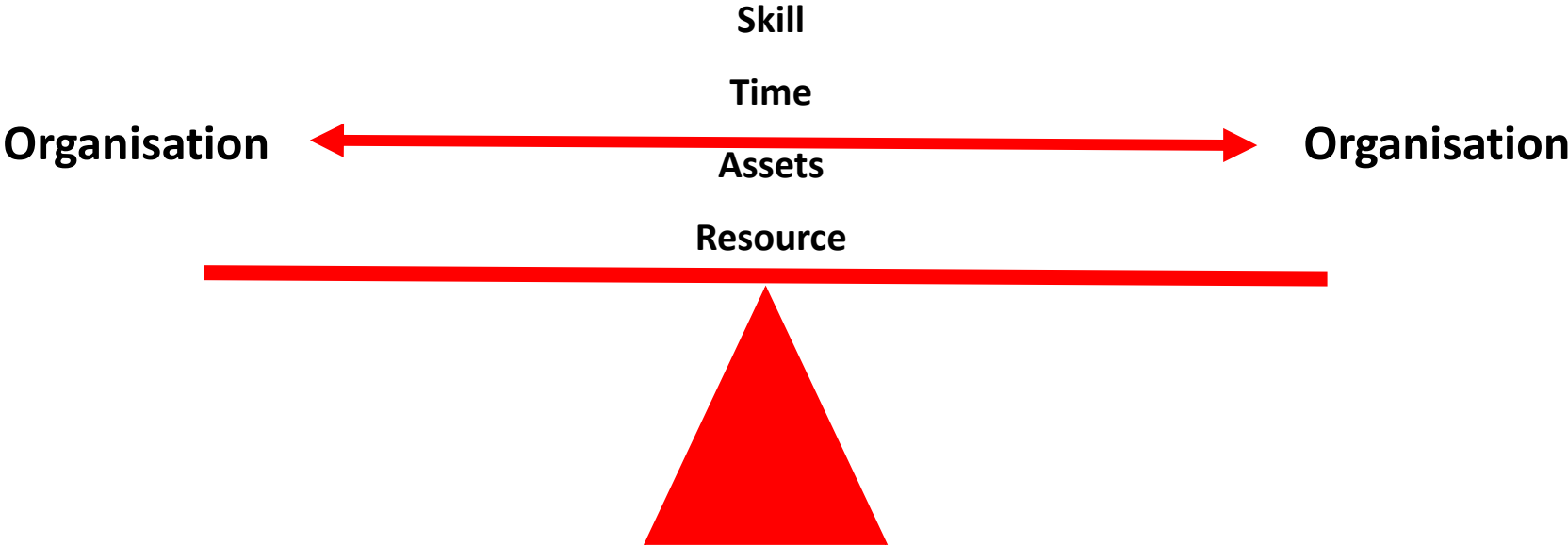
CSR

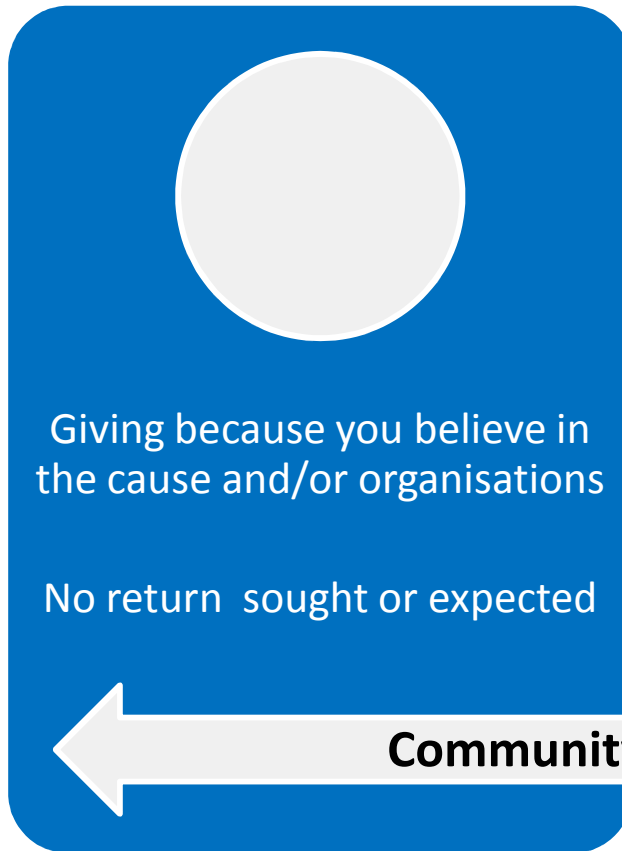


Whole of Community



Community Investment





Giving because you believe in the cause and/or organisations

No return sought or expected



A strategic deployment of assets, resources, time & money

Return on investment expected



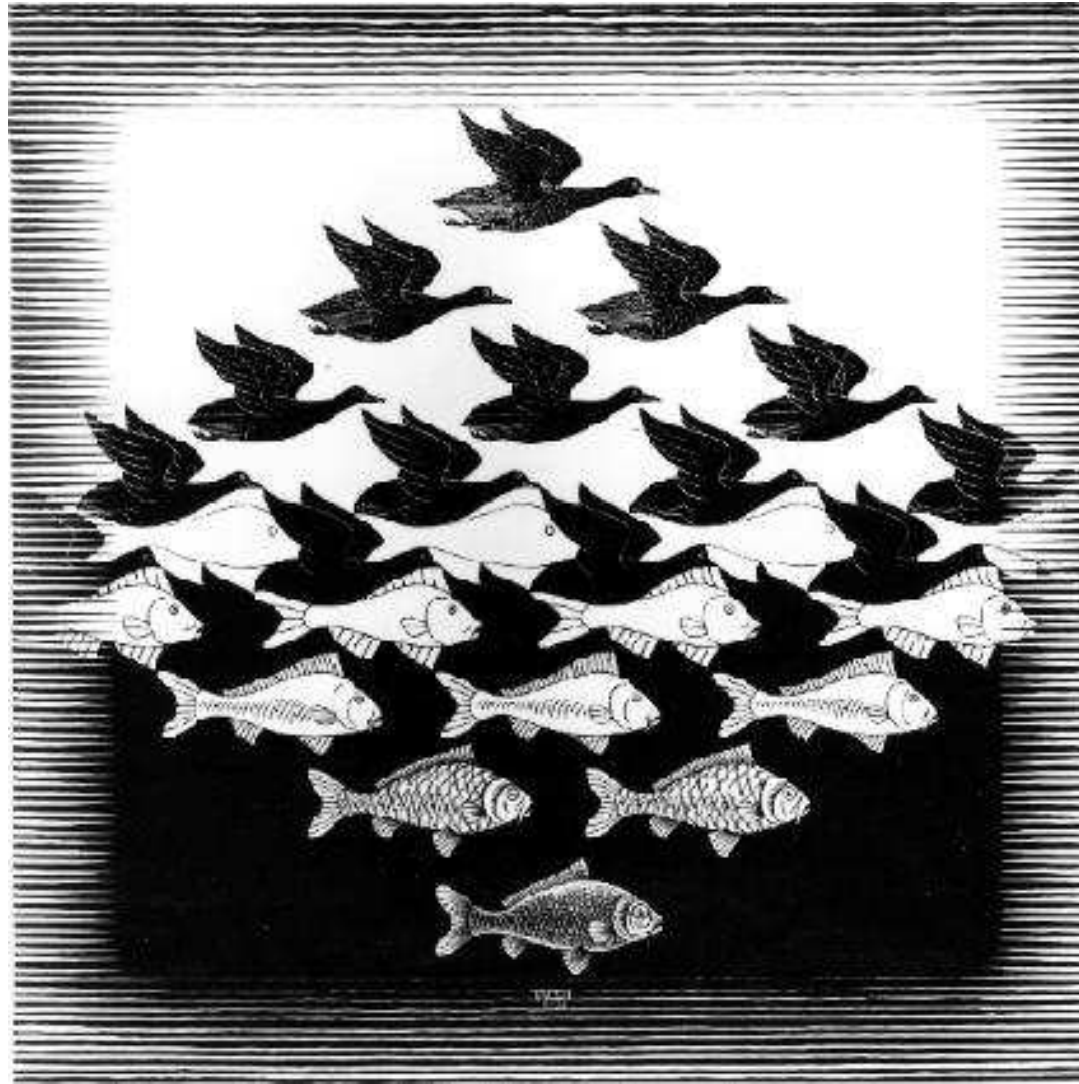
- EG**
- Donations
 - Volunteering

- EG**
- Payroll Giving
 - Corporate donations
 - Employee Volunteering
 - Cause-related marketing

- EG**
- Community-based secondments
 - Sustainable value chain management
 - Local sourcing
 - Inter- and Intra-sector alliances

Outcomes, include...

- Intentional pooling local knowledge, skills and resources
- Mutually beneficial inter- and intra-sector involvement
- Growth of social enterprise and social lending
- NFP mergers and acquisitions
- Rise of the broker, social intrapreneur and social entrepreneur



Introducing

GRAHAM PATTERSON
HEAD OF GROUP SUSTAINABILITY



Useful Links

- Improvement and Development Agency
www.idea.gov.uk
- Business in the Community UK
www.bitc.org.uk
- Community Builders
www.communitybuildersfund.org.uk
- Development Trusts Association
www.dta.org.uk
- San Francisco Foundation
<http://www.sff.org/programs/special-projects-funding-collaboratives>