

Could you
be our next
sponsor?

social
purpose
project

Is your business passionate about supporting charities?

Is your corporate social responsibility strategy at the heart of your business model?

Do you want to help inspirational people achieve extraordinary things?

What is the Social Purpose Project?

The Social Purpose Project (SPP) is a pioneering social enterprise which provides specialist public affairs and public relations support for charities, campaigns, and causes. These services are delivered at no cost to the recipient organisation thanks to sponsors from the business community. During a difficult period of instability for the third sector, the SPP model gives charities and not-for-profit organisations access to skilled professionals who will help further their social impact and make a difference to society.

What problem are we solving?

In recent years, operational costs have increased abruptly, and this has had a devastating impact on the third sector and not-for-profit organisations especially. The most recent NCVO almanac found that staffing costs account for 37% of total charity sector expenditure. The majority of charities in Britain are small and lack the resources to bring in specialist communications support. Public affairs and public relations play a pivotal role in determining how successful an organisation is in promoting their cause, raising funds and achieving social impact. Some of the most important causes and inspirational charities are failing to maximise their potential due to a lack of expertise in these specialist areas.

How do charities and not -for-profit organisations benefit?

The SPP has an experienced and talented team of professionals who will support recipient organisations by becoming an extension of their team. By embedding ourselves in the organisation and understanding the mission, we create a strategic plan that effectively supports the organisations public affairs and public relations activity in a way that works for them. We bring the valuable expertise, innovative ideas, and the high standard of professionalism that is needed to successfully achieve set objectives. The SPP guarantee that each individual recipient organisation will receive a minimum of 10 hours of specialist support per week.

The SPP will work closely with the recipient organisation to:

PUBLIC RELATIONS:

- Develop an informed communications strategy.
- Secure national and regional media coverage.
- Plan a diverse mix of creative multimedia campaigns.
- Manage crisis communications and reputation management.
- Provide expert social media support.
- Organise events.

PUBLIC AFFAIRS:

- Engage with government and officials.
- Organise meetings with MPs and Peers.
- Provide detailed policy research and political intelligence.
- Organise a parliamentary reception.
- Lead a stakeholder engagement plan.
- Help influence policy and debate.

How to become a sponsor?

Your business can become SPP sponsor by making an unrestricted contribution of £25k. This sponsorship will allow the SPP team to support a charity or not-for-profit organisation for 12 months. We guarantee 100% of the contribution will be spent on directly supporting the aims and objectives of the recipient organisation. As a sponsor, you can nominate the recipient organisation or select one from the list presented by the SPP. You will then receive quarterly reports on the progress and impact that is being achieved because of your sponsorship. Sponsors will also receive an official SPP pack which includes assets that can be used to promote your involvement.

Your business can become an **ELITE SPONSOR** by making an unrestricted contribution of £100k. This sponsorship will allow us to support four charities or not-for-profit organisations.

The sponsorship contribution has been purposely calculated so it provides exceptional value against the rates across the UK PR sector. According to PR Insider, a London-based boutique agency with a staff team of under 50 will typically charge a monthly retainer fee between £5k- £10k per month. The SPP sponsorship costs just £2,083 per month.

Supporting inspirational people to achieve extraordinary things.

For more information on the benefits of the Elite Sponsor package, please email daniel@socialpurposeproject.com | socialpurposeproject.com

Supporting inspirational people to achieve extraordinary things.

Become a sponsor today.

If you're interested in becoming a sponsor, get the conversation started by emailing: daniel@socialpurposeproject.com