



# Join Us

Corporate Partnership Guide



Action  
Change





I joined in December 2018 but have had the pleasure of working with the global team since 2007 in different capacities. The main reason I took this role on was the people! I've personally been inspired everyday by passionate and highly motivated individuals around the world and I am very proud of what we have accomplished together.

As appointed Executive Director/CEO I promise to ensure that I keep the mission alive every day and motivate others to get onboard and work together to tackle the global issues that we all identified as part of the United Nations Sustainable Development Goals. We will only achieve these goals in partnership so we need everyone to Join us!

We are all in the driving seat to create a safe, protected and equal future for all our future generations. The Journey needs to start now and I am excited to be apart of it with you. I hope you find this guide a useful starting block. One thing I would like you to take away from this is that every partnership is unique, starting small and getting to know each other is far more important than selling a packaged deal. So as you read on and chat to us further, remember to be creative, think outside the box and together we can achieve an exciting and amazing partnership.

Thank you,

**Tyrone Bennett** FCMI CMgr  
Executive Director

# About Action Change

Working in close collaboration with local partners, we support sustainable projects which tackle global issues on a local scale. This helps to build resilient communities, protecting our environment for future generations.

Our work is in line with the United Nations sustainable development goals, their blueprint for a better future for everyone. These goals encompass a range of global challenges, such as poverty, inequality, climate, the environment, prosperity, and peace and justice.

Our Mission is to support communities in creating brighter, better and more sustainable futures for all their citizens.





# Where we work



- Australia
- Brazil
- Cambodia
- Costa Rica
- Ghana
- Fiji
- India
- Laos
- Madagascar
- Mexico
- Kenya
- Nepal
- Peru
- Seychelles
- South Africa
- Sri Lanka
- Thailand
- USA
- United Kingdom
- Zimbabwe

## Our four focus areas are

### Community Development

- Women empowerment
- Up-skilling townships
- Sports development

### Environmental Conservation

- Wildlife and environmental research
- Fight against plastic ocean
- Carbon mitigation
- Wild animal protection (Big 5, Turtles, Jaguars etc)

### Education and Enterprise

- Upskilling training
- Enhancing education
- Scholarships
- Business enterprise loans and grants

### Health and Hygiene

- Hygiene workshops
- Health outreach and awareness
- Homeless and rehabilitation

*Please speak to us for more details about the projects we are currently working on.*

# Why partner with us?

Every partnership is unique, while we have some ideas on ways others have partnered with us, this list is not definitive and our team will work with you to come up with the best designed partnership agreement that will benefit everyone. We believe in starting small and growing our partnership with you from the ground up. Having said this, it is always nice to have a few ideas on what we have offered before or are able to offer you:

## Staff recruitment and retention:

- Engage your staff with our ambassador program and fundraising army
- New employee welcome gift - donate gift vouchers
- Birthday and employee reward gift cards
- Engage employees over key dates such as International volunteering day
- Invite staff to share their skills with international non-profits through our guest blog program
- Match funding for employees that fundraise
- End of year party fundraiser
- Employee or team international volunteering opportunities
- Site visits for staff
- Leadership training offered on our projects (includes site visit)
- Access to impact and project data

## Customer Awareness, engagement and CSR

- Official supporter of your own project
- Marketing materials
- CSR approved logo for use
- Access and use of impact and project data
- Customised impact
- Customer reward program
- Partnership recognised on charity website and social media
- Access to resources and training
- Program to off-set company travel







## Benefits of our partnership

We are driven by the United Nations SDG's and bringing the resources, training and knowledge to local groups to tackle them. Partnerships like our projects are not just handouts! Our work impacts thousands of communities and environments across the world and we want you to be a part of it. Together we have a great opportunity to take action towards some seriously damaging issues and we also see the benefits to you as a corporate.

### Partnering with us enables you to:

- Engage and Educate your network and audience in global issues and their impact
- Support local projects aligned to tackling global issues
- Share impact through the UN SDG's
- Offset your Carbon Mitigation as a business
- Enhance your recruitment and retention of staff through charitable activities
- Provide site visits and opportunities of international development and volunteering to staff
- Promotion of your brand through charitable support
- Access to information, advice and guidance on sustainable projects
- Real live updates from projects
- Use of charity logo and thanks

## Why did you partner with us?

The Stasher Team believes that working together makes all the difference in the world. Taking the plastic-free pledge is the first step to creating a plastic-free planet.

We aim to invoke change around the world with our multi purpose product while living out our ethos. Partnering with a charity such as Action Change has helped Stasher reach its goal of promoting our brand in the African market. By supporting Action Change's conservation project we together can pledge for a plastic free planet. Working with Action Change has been extremely beneficial, as we do not have the time and manpower to achieve what they can with their international team of activists. Action Change has made bringing change easier than ever, by including us in their ocean conservation and recycling projects. I am pleased to see the regular impact around the world we are making and it really showcases the importance of partnerships to reach our goal.

Jared Hartman  
Director, Stasher SA





## Example Partnership 1

### Marketing Agency

Have 25 employees and wanted to form a charity partnership to engage their staff and increase their staff retention.

**They donated £20,000 to one project over 12 months which included:**

- £12,000 donation to project (£1,000 a month)
- Employed 5 new staff in 12 months giving each of them £50 voucher
- Every staff member was given a £50 voucher on their work anniversary
- £10 per employee hour donated to them volunteering, a total of 175 hours was donated
- £2,000 donated in employee match funding
- £1,500 fundraised at the end of year staff function

## Example Partnership 2

### Small eco-product supplier

Have 5 staff and a focus on conservation so was seeking partnership for their customer engagement and CSR.

**They donated £10,000 to our ocean conservation project over 12 months which included:**

- £2,000 annual donation to project
- £5,000 for staff training and site visit in Africa
- £3,000 donated from sales

## Example Partnership 3

### A large international travel provider

Have a large staff team and wanted to partner with a charity to increase their awareness as well as staff engagement.

**They donated £55,000 over 12 months which included:**

- £25,000 through the ambassador program
- £15,000 through gift cards
- £5,000 from their end of year function
- £10,000 from employee volunteering and match funding



Interested? We don't have any forms or complicated processes, simply give us a call, drop an email or reach out over social media to start the more rewarding convo of the day!

### Our Corporate Support Team

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  @actioningchange

### Email our CEO

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