**APPLICATION**

**FORM**

**Societe Generale**

**Charity Partner**

**Please send your completed application form to** [**loncsr@socgen.com**](mailto:loncsr@socgen.com)

**by 3pm on Friday 30 October.**

**If you have any questions about your application, please contact** [**loncsr@socgen.com**](mailto:loncsr@socgen.com)**.**

1. **CHARITY DETAILS**

*Charity name*: ………………………………………………………………………………………………………………….

*Charity Commission registration number*: ………………………………………………………………………………………………………………….

*UK website address*: ………………………………………………………………………………………………………………….

*Key contact name and email address:* ………………………………………………………………………………………………………………….

*Please confirm whether you have beneficiaries based in the UK*: Yes / No

*Are you a National charity*? Yes / No

*Please tick all the SG locations where you have an office / beneficiaries or please specify if you have a sister charity in these locations:*

|  |  |  |
| --- | --- | --- |
| **SG Office location** | **Charity Office/Regional fundraiser** | **Beneficiaries** |
| London |  |  |
| Bristol |  |  |
| Jersey |  |  |
| Guernsey |  |  |
| Gibraltar |  |  |
| Milton Keynes |  |  |
| Northampton |  |  |
| Newbury |  |  |
| Edinburgh |  |  |
| Leeds |  |  |

*Annual income of the charity*: ………………………………………………………………………………

*Can you confirm that your charity/cause is not concerned solely with promoting religious beliefs, political parties and affiliated groups, drugs or research*? Yes / No

*Have you previously been an SG Charity partner? If yes, please give the dates of the partnership*:

Yes / No, (if applicable, from YY to YY)

1. **CHARITY OVERVIEW**

*Describe your charity, your mission statement, major achievements and future plans (max 300 words).*

1. **CORPORATE PARTNERSHIPS**

*Describe your approach to corporate partnerships (max 200 words). Please outline:*

* *What you believe to be the key components of a successful partnership;*
* *How your internal resource is structured to support corporate partnerships;*
* *Details of current and previous partnerships, including length (specifically 3-year partnerships), funds raised, major achievements, key events and awards won. Please highlight any pending applications you have, particularly within financial services.*

1. **OBJECTIVE ALIGNMENT**

*What are your objectives for this partnership and how do they align with those of SG? (max 300 words). Please include:*

* *Specific projects or focus areas that align your organisational interests with those of SG, for mutual organisational benefit.*
* *How you see the two organisations working together towards a common goal.*

1. **PROJECT PROPOSAL**

*The majority of funds raised will go towards a specific project that aligns with our global citizenship aims (inclusion through employability and education).*

*Please outline one or more potential projects (max 600 words), including:*

* *The importance of the project and how it is meeting a need;*
* *How the project links to our global citizenship aims focusing on inclusion through employability and education;*
* *The impact of the donation and how the benefits will be measured and communicated;*
* *How much this project would potentially cost;*
* *How any additional funds beyond the target would be used;*
* *Relevance for all SG office locations.*

*This project can be brand new or it could involve upscaling an existing programme.*

1. **ENGAGEMENT & SUPPORT**

*Explain how you would engage with SG and its employees (max 300 words). Please include reference to:*

* *Support provided from the charity and Account Manager;*
* *Opportunities for staff involvement across all SG office locations;*
* *Internal and external communications;*
* *Ideas for major fundraising or awareness raising events;*
* *How you would develop the partnership beyond fundraising;*
* *How you would maintain staff engagement and momentum during a three-year partnership.*

1. **IMPACT OF COVID-19**

*Recognising the challenges presented by COVID-19 in 2020, we are keen to understand the impact it has had on the charity to date, including your finances, operations, staffing, demand/need for your services and what it means for your current and pipeline strategy and projects? (max 200 words)*

1. **APPENDIX: FINANCIAL OVERVIEW**

*Please include an overview of your finances including income by source, expenditure and number of staff.*