

APPLICATION FORM

Societe Generale Charity Partner

Please send your completed application form to loncsr@socgen.com
by 3pm on Friday 30 October.

If you have any questions about your application, please contact
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)

2. CHARITY OVERVIEW

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

3. 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.*

4. 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.*

5. 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.

6. 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.*

7. 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)

8. APPENDIX: FINANCIAL OVERVIEW

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