

How small businesses can *give back*

When it comes to giving back to our planet, communities, and causes we believe in — every little helps. There are many ways for small business owners to do charity work and make a positive impact on their communities or the world around them. By giving back, you can not only contribute to a better future for everyone, but also strengthen your brand reputation and attract loyal customers and employees.

If you're looking for ways to contribute to an organisation or cause that you care about, here are some ideas and suggestions that you can implement in your own sphere of influence, no matter the size.

Ideas

1. Donate money: One of the easiest and most straightforward ways to do charity work is to donate money to a charity or non-profit organisation that aligns with your values and mission — particular smaller, more local charities. You can either make a one-time donation or set up a recurring donation to provide ongoing support.

2. Volunteer time and resources: Another way to do charity work is to donate your time, expertise, and resources to a charity or non-profit organisation. This can include volunteering at local events or fundraisers, donating products or services for auctions or raffles, or offering pro bono work to help nonprofits or social enterprises.

3. Host fundraising events: You can also do charity work by hosting fundraising events or campaigns to support a specific charity or cause. This can include organising a charity run or walk, hosting a charity auction or gala, or launching a crowdfunding campaign to raise money for a cause you care about.

4. Partner with charities and causes: You can also partner with local or national charities and causes that align with your values and mission. This can include donating a percentage of your profits to a specific charity or cause (for example **the Buy One Give One model**), collaborating on marketing or fundraising campaigns, or sponsoring local events or initiatives.

5. Raise awareness and spread the word: Share your favourite causes on social media, on your website, and through your business marketing and communication. Smaller and more local charities may not have much opportunity for PR, and so this can have a huge impact!

6. Support other small businesses: In addition to this, we recommend spending some time researching small businesses who are themselves putting love and effort into giving back, so you can support them and join in their mission.



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7. Team building for your favourite cause: If you have a team of employees or freelancers that you work with, another way of giving back can be to organise group activities that benefit your local charities. You could do a team charity run, cook dinner together at shelters, create a Christmas gift hamper for a charity, or participate in fundraisers as a team.

8. Go green: Find ways that your day-to-day operations can be more sustainable by reducing waste, using eco-friendly materials, and reducing your carbon footprint. By becoming a greener company, you'll be doing good for the planet, setting a great example, and also sharing this mission with your customers.

9. Give back in creative ways: Next time you do an office clear-out, why not donate used office furniture to a local charity? Or next time you create a new bespoke product, why not offer to create some tailor-made items for your favourite cause? Your business can also donate products or services: for example, a restaurant could donate meals to a homeless shelter, or a clothing store could donate clothing to a charity shop. Keep eyes open for ways you can give back that are unique to YOU and your business.

10. Join a business community or network: There are many business communities and networks **in the UK** that are focused on social responsibility and giving back. Joining one of these communities can provide you with support and ongoing guidance on how to continue giving back effectively. One example is **B Corp**, which connects socially responsible businesses with one another.

Resources

Sometimes finding ways to give back that are right for your business can be challenging – and one of the ways you can empower yourself to do this is by staying updated and arming yourself with some great digital tools too. There are plenty of apps and online platforms out there for finding volunteering opportunities, local charities, and causes to support – such as **Brightest**, the **FoodBank App**, **onHand**, the **Big Help Out**, and **Good Egg**. You can find volunteering opportunities on the **Do-it.org**, **VolunteerMatch**, and **Volunteering Matters** websites. If you want to find out more about offsetting your carbon footprint, we recommend taking a look at **this resource**.



Another useful tip is to check with your local Chamber of Commerce or business association to find opportunities for giving back in your community.

You can also set up Google alerts for charity, non-profit and philanthropy news to find organisations of interest to support. There are no obstacles to taking action, once you've made the decision to make a difference!

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Next steps

1. Choose a cause or charity to support: There are many local and national charities globally that you can support, including those that focus on health, education, environment, and social issues. Choose one that aligns with your brand values, your interests, and your local community.

2. Choose ways to give back that are right for you: Look through the list above and start by choosing ONE way that you can start making positive impact in a way that is right for you. If there are multiple ideas that resonate with you, make a timeline for introducing new philanthropic strategies to your business this year and next.

3. Share your charity causes with your clients: Spread the word through social media and your website, and ask your audience which charity efforts resonate most with them. Don't be afraid to ask your clients what would work for them, and then put it into practice.

If you would like any support in finding ways to strengthen and improve your brand with a strategy for giving back, we would be delighted to help. Please get in touch, so we can assist you in booking a power hour all about ways of making a difference.

Note down ideas to explore

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