



Reciprocate

THE RESPONSIBLE BUSINESS GROUP

Reciprocate aims to help Oxfordshire's business community become more strategic in their thinking about community engagement, and realise their good intentions through the power of many.



OCF oxfordshire.org/reciprocate

The need for a corporate giving structure

The Oxfordshire Business Barometer surveyed local companies about their views on community engagement. Their findings are outlined below.

70%

said supporting the charitable sector has a positive impact on workplace culture

33%

receive at least one approach from a charitable organisation every fortnight

78%

do not have a clear strategy for dealing with charitable requests

35%

said they don't get involved as they find it too labour and time intensive





Membership criteria

- New membership will be by application, at a cost of £350 per annum
- A six-month free trial period is available, as well as the option of giving in-kind support to the Reciprocate initiative
- Any Oxfordshire based business or service organisation is eligible
- Membership will be capped at 100 for the first year

Reciprocate group of businesses are committed to sharing ideas, pooling resources, collaborating on projects, providing relevant information and driving responsible behaviour.

Hosted by Oxfordshire Community Foundation (OCF), Reciprocate will strengthen community resilience by building stronger, more sustainable capability within local charities and increase awareness of the positive impact responsible businesses can have within Oxfordshire.

Reciprocate aims to have a high impact within Oxfordshire, but be low hassle for members. This will be achieved by accessing existing resources and organisations, rather than building new ones, and by making the most of a central core of administration, communication and management through OCF.

A view from a typical business

Businesses we have spoken to tell us:

- They are approached by an overwhelming number of charities looking for support, often with unsophisticated requests
- They want to give something back, but aren't sure where to start or how to turn their ad-hoc CSR policies into something more meaningful
- They want to give in-kind support and help charities by supplying volunteers, but don't know how to go about it

Why your business should get involved

- Become more strategic by developing a CSR approach that is tailored to your company
- Save time and effort by pooling resources and piggybacking onto each others' activities
- Always have an positive answer to requests for help, even if you can't deal with them individually
- Have a greater impact with your funds by using them more wisely
- Gain greater visibility for the good work your business is already doing

What you get when you join

- **Events**
Keynotes from leading figures from the business world; forums and seminars to share experience and ideas; collaboration workshops to get new initiatives off the ground
- **Information**
Directories of information about local community networks; best practice guides, a referral system allowing you to pass on charitable requests you are not able to assist with
- **Publicity**
Reciprocate kitemark; template tools to help you develop a better CSR policy and demonstrate your charitable impact; increased coverage via collective PR, marketing and social media



"Prosperity requires not just investment in economic capital, but also in social capital. Community foundations are playing a critical role in helping to deliver a more inclusive capitalism."

- Mark Carney, Governor of the Bank of England

Contact Oxfordshire Community Foundation for an application form at: marketing@oxfordshire.org

Founder members



Led by:



Oxfordshire
Community Foundation
Local people helping local people

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To enquire about joining Reciprocate,
contact OCF for an application form at:
marketing@oxfordshire.org