

The business benefits

- **Become more strategic** by developing a CSR approach that is tailored to your business
- **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

Oxfordshire Community Foundation (OCF)

**3 Woodin's Way, Oxford,
OX1 1HD**

www.oxfordshire.org

01865 798666



Founder members

The following companies are founder members of the Reciprocate responsible business group:



How to join

Contact OCF for an application form at:
marketing@oxfordshire.org



Reciprocate is an opportunity for responsible businesses to learn from each other when it comes to CSR, social impact and charitable giving.

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. The 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.



To join, contact OCF for an application form at
marketing@oxfordshire.org.

www.oxfordshire.org/reciprocate

Why your business should get involved with Reciprocate

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

If this sounds familiar, Reciprocate can help. We bring together responsible businesses who are willing to share their experience of community engagement – the successes, the resources – and the mistakes!

Set-up and membership criteria

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.

- 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, such as event management, venue loan or design skills
- Any business or service organisation with a base or branch in Oxfordshire is eligible
- Membership will be capped at 100 for the first year



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



The need for a corporate giving structure

The Oxfordshire Business Barometer surveyed local companies about their views on community engagement. Of these businesses:



Reciprocate addresses these issues.



WHAT YOU GET WHEN YOU JOIN



Events

- **Keynotes** from leading figures from the business world
- **Forums** and seminars to share experience and ideas, so that the level of knowledge and capability increases throughout the county
- **Collaboration workshops** with other members to get specific new initiatives off the ground



Information

- **Directories** of information about the voluntary sector, existing organisations and networks that can help you, and reputable local charities
- **'How to' pamphlets** providing best practice on specific charitable initiatives you may be considering, eg work placements, volunteering, in-kind support, fundraising
- **A referral system** that will allow you to forward charitable requests you are not able to assist with to other members or OCF, avoiding the need to say no



Publicity

- **Reciprocate kitemark** to acknowledge your status as a member of the responsible business group
- **Template tools** to help you develop a strategic, actionable CSR policy, and illustrate the impact you are having by stating the charitable work you do in monetary terms
- **Increased coverage** via collective PR, marketing and social media