

# Supporting communities

## About this guide

Strong, vibrant local communities provide greater opportunities and benefits for those who work, live and visit the area. From donating to local causes, to supporting national or global environmental initiatives, here are some ideas to kickstart your thinking.

Green   
Tourism



## Six ways to support your community.

### Supporting Local Social Projects:

#### 1. Volunteering:

Within your business is a wealth of skills and experience that could be of enormous help to a local community organisation. What knowledge or expertise could you offer? This might include starting or joining a mentoring programme, organising fundraising events, or helping out on a specific project.

#### 2. Donate:

Not all charitable organisations need or are able to facilitate volunteers, but they might be grateful for your financial support. Donating funds, supplies, goods, or equipment (even second-hand equipment) can be a great way to help local non-profit organisations to continue operating successfully.

### Supporting Environmental Projects:

#### 3. Environmental Stewardship:

Why not seek out local environmental projects that are promoting sustainability? Get involved in a community clean-up, or see if there are any education or outreach programmes aimed at reducing negative impacts on the environment.

#### 4. Regeneration and conservation:

Protecting, conserving, and regenerating local biodiversity will enhance your local community. How about getting involved with a local or national organisation involved in activities like habitat restoration, planting native species and growing community gardens?

### Supporting National or International Charities or Projects:

#### 5. Partnerships:

Partner with charities and projects that align with your values or those of your community, or that operate in your community. This could include initiatives to improve healthcare, education, equality, or inclusivity.

#### 6. Play an active role:

Get involved with charities and projects that promote sustainability and reduce your impact on the environment. This could include initiatives to promote conservation, reduce emissions, or protect natural habitats.

## Six top tips for getting started.

### 1. Do your research:

Set some time aside to research community organisations operating in your area. Find out about their mission, activities, and current needs to try to identify ways your business could provide support.

### 2. Identify your resources:

Determine what resources your business can offer. This could include financial support, volunteer time, in-kind donations, or other resources.

### 3. Establish a partnership:

Reach out to some of the organisations you've identified to discuss potential partnerships and ways you can support their work. Be transparent about the resources you can offer and what you hope to achieve through the partnership.

### 4. Set clear goals:

Establish clear goals, including what you hope to achieve, how you will measure success, and how long the partnership will last. This will ensure that your support is effective and sustainable.

### 5. Engage your employees:

Encourage your employees to get involved. This could include volunteering their time, donating resources, or helping to promote the organisation's work.

### 6. Measure impact:

Regularly measure and evaluate the impact of your support to ensure that it is effective, needed and wanted, and making a meaningful difference for the organisation and the community it serves..

## Why is it good business to support good causes?

- You'll be helping to build stronger ties with your local community.
- You'll be supporting the economic development of the area.
- You could protect the natural and cultural heritage of your area for generations to come