



## CORPORATE MEMBERSHIP

# TOGETHER WE CAN MAKE A DIFFERENCE

Join us as an MK Community Foundation  
Corporate Member and support key issues in  
your local community

## About MK Community Foundation

MK Community Foundation is the leading grant-making charity helping to make Milton Keynes a great place to live and work. We connect people and resources to projects and ideas to create positive impacts and enduring solutions for our communities.

We support the growth and development of the voluntary, community and cultural sector, inspire giving through philanthropy and other social action, and take the lead in connecting and growing sustainable communities.

Milton Keynes is the UK's fastest growing city. With a thriving economy and diverse culture, it offers an exciting future for many of its population. However, the vibrancy of the city is in stark contrast to the reality of the residents living in pockets of poverty, deprivation, and social isolation.



**“Join us as a Corporate Member and make a real difference to the lives of people in Milton Keynes”**

IAN REVELL\_CHIEF EXECUTIVE

Milton Keynes Community Foundation is uniquely placed to tackle these issues by supporting a wide range of voluntary organisations across our city. On average we give over £2 million in grants and rent subsidies.

We work with groups large and small from Bletchley Park, MK Gallery and YMCA to Carers MK, a children's cancer trust and Friends of the Caribbean.

With over 30 years' experience, we have a tried and tested process, including community representation, to ensure that our grants go where they are most needed and will have the biggest impact.

We are a trusted and committed partner to the voluntary, community and cultural sector and work closely with key organisations in the city, including the Council, business leaders and of course charities and community groups.

In order to continue providing this invaluable support, we rely on the generosity of donations from individuals, businesses, charitable trusts and legacies.



## Why become a Corporate Member

Becoming a Corporate Member of MK Community Foundation has the ability to transform lives across our city, enabling us to make Milton Keynes a happier, healthier, more inclusive place for everyone.

Annual research and analysis is carried out by MK Community Foundation which identifies key areas of need. This research is presented in our Vital Signs report which can be found on our website, and aligns with many of the United Nations Sustainable Development Goals.

These findings help us to direct funds to the areas in most need. The funds raised by the Corporate Membership will be allocated to a specific area of need in Milton Keynes, so you know that the money you donate will go towards projects that tackle a specific issue in your area and will make a real difference.

As well as the benefits package you will receive (detailed on the following page), membership demonstrates your commitment to supporting your community and brings other business benefits:



### ATTRACT AND RETAIN TALENT

Your support will say a lot to potential new employees about you as a company, making you a more attractive option for top talent and increasing the likelihood to retain that talent.



### BRAND IMAGE

Showing support for your Community Foundation shows that your organisation cares about the local community, which results in customers feeling more positive about your company.



### EMPLOYEE SATISFACTION

Corporate Social Responsibility (CSR) has shown to increase employee satisfaction. Happy employees are more driven to succeed, therefore increasing the efficiency of the company.

## The benefits of becoming a Corporate Member

When you become a Corporate Member of MK Community Foundation, not only will you be helping vital projects in Milton Keynes, you will also receive these benefits for your company.

A dedicated Corporate Members webletter where you can  
**advertise your business to other members**



### An invitation to attend a **Seeing is Believing tour**

where you can visit the organisations that have been funded through Corporate Membership



A minimum of  
**4 social media posts**  
sent out across all our channels



**20% off**  
one meeting room hire  
per year in Margaret  
Powell House



## The cost of becoming a Corporate Member

The amount you donate as a Corporate Member is up to you, but there is a minimum amount per company based on your organisation size.

Remember, for anything you donate above the minimum you will be able to claim tax relief\* and the more you donate, the more we will be able to do to help communities in Milton Keynes.

The minimum amounts are:

**1-20 employees £250 per year**

**21-99 employees £500 per year**

**Over 100 employees £1,000 per year**

## Additional opportunities

### **NAMED CORPORATE FUND**

The other option is to set up a Named Corporate Fund for a minimum of £10,000 per year. When you set up a Named Corporate Fund, you can decide what type of projects, or what issues you would like your fund to go towards.

### **\*TAX RELIEF**

Companies are able to claim tax relief on charitable donations. As anything above the minimum amount for membership is a voluntary donation this would be eligible. The amount you pay above the minimum could be taken off your total income for that financial year before tax, so therefore you would pay less Corporation Tax for that year. Please seek professional advice to find out more.

Your company logo and a link to your website on the MK Community Foundation website which receives  
**over 2,000 visits per month**

**Invitations**  
to our events such as the Member's Reception, Christmas event and more

A mention in our general  
**webletter**  
sent to individuals across Milton Keynes



A pack for your employees with info about our  
**Vital Signs research**  
and what your Corporate Membership donation is going towards

Opportunity to **sponsor** published documents, for example the Vital Signs report which goes to over 600 people in Milton Keynes



A discounted rate for  
**exhibition space**  
at MK Community Foundation events

Invitations to Corporate Members  
**networking events**  
giving the opportunity to meet with other local businesses all working to support the Milton Keynes community



A framed  
Corporate Member  
**certificate**  
to display in your office

## Here's what our Corporate Members have to say

### RAINSCOURT FAMILY SOLICITORS

"We believe that Milton Keynes is a thriving and exciting place to live and work. As a firm, we want to be able to contribute to our local community and give something back.

We judge that MK Community Foundation is best placed to help us target our charitable giving and maximise the benefit of our contributions."

**RAINSCOURT**  
FAMILY LAW SOLICITORS  
CENTRAL MILTON KEYNES

9  
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"Being Milton Keynes residents for almost 20 years and running our business from MK, we wanted to give something back to the community we love.

Choosing to set up a Named Fund with MK Community Foundation was the right decision for us as the funds are distributed to appropriate deserving local charities after due diligence, giving us the confidence that it's being used for a worthy cause. MK Community Foundation has also been proactive in keeping us updated on the allocation of funds and how they are being used to help vulnerable people across Milton Keynes."

**VOLKSWAGEN**  
GROUP UNITED KINGDOM LTD

### VOLKSWAGEN GROUP UK

"Volkswagen Group UK are proud supporters of the Milton Keynes Community foundation. Having joined as corporate members over 30 years ago we deeply appreciate the very valuable work they are doing throughout the community of Milton Keynes where both we, and many of our employees, are proud citizens.

Our annual donation of a car, which culminates in the key handover to the winner in the raffle, is conducted in the presence of some of the main beneficiaries of the Foundation enabling first-hand experience of the difference they are making."



### ONYX RECRUITMENT

"Onyx Recruitment is proud to be a Corporate Member of Milton Keynes Community Foundation as it gives us the opportunity to donate to multiple local charities, projects, and communities to make Milton Keynes a better place to live and work for thousands of people. Our donation contributes to making a real difference to disadvantaged, isolated, and vulnerable people in MK who need that support."

**ONYX**

"We'd like to offer our heartfelt thanks to all of our Corporate Members for the invaluable lifeline that they provide"

MK COMMUNITY FOUNDATION

# Where your money will go?

## Child Poverty Fund

Annual research and analysis carried out by Milton Keynes Community Foundation has identified key areas of need, including child poverty.

Below are the latest statistics around child poverty in Milton Keynes, as documented in our latest Vital Signs report which details the great need to help those organisations tackling this issue.

All of the donations from Corporate Membership will go into a dedicated Child Poverty Fund (other than Named Funds), so by becoming a member, your company will be helping to support child poverty projects across Milton Keynes.

### VITAL THINKING EVENTS

By bringing together professionals dealing with Child Poverty in 'Vital Thinking' events, we are taking a collaborative approach to finding solutions to the very real needs of so many people.

These events will help shape the approach to this issue, and having a Child Poverty Fund available will mean that there will be money to support projects as and when it is needed (subject to going through our usual grant rounds).

10,900



Overall, an estimated **10,900 or 17% of children are living in poverty** although some areas of Milton Keynes show child poverty rates as high as **32%**

12,400



MK Food Bank provided 11,400 food parcels in 2019, equivalent to 950 per month. **Between March and July 2020 they gave out over 12,400 food parcels** an average of 2,480 every month

bottom 2%

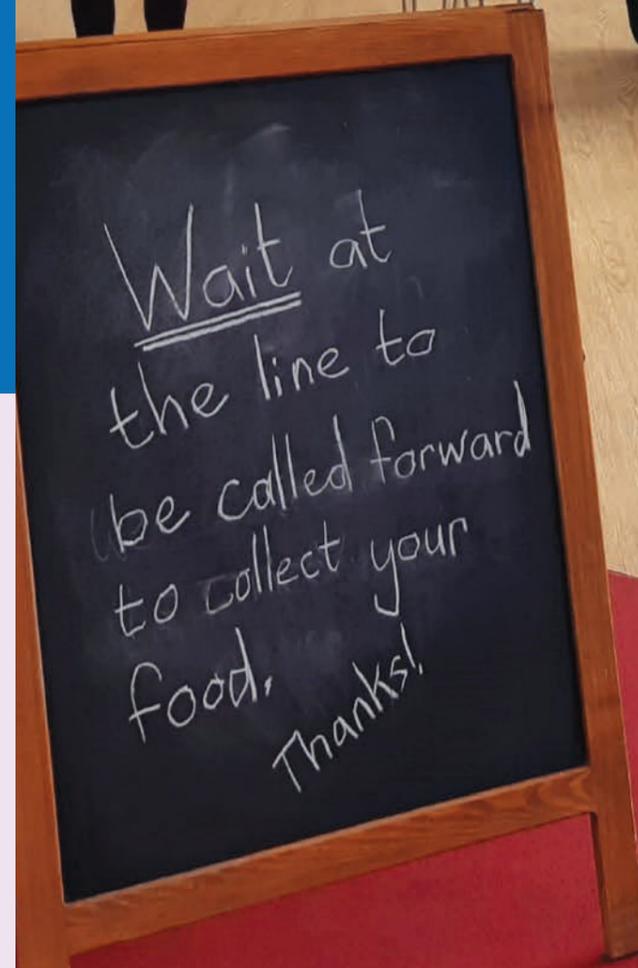


The latest Index of Multiple Deprivation, published in 2019, suggests that:

- Eight areas of Milton Keynes are within the **10%** most deprived in England
- Two areas of Milton Keynes are among the **2%** most deprived in England
- Milton Keynes is ranked **23rd** out of all 317 local authorities in England for barriers to housing and services; it sits within the 10% most deprived areas when being assessed on indicators such as housing affordability, overcrowding and homelessness



Read the full Vital Signs 2020 report at [mkcommunityfoundation.co.uk](http://mkcommunityfoundation.co.uk)



"Many families in MK live in poverty. Your support can make a real difference"

MK COMMUNITY FOUNDATION



### MK FOOD BANK

"The reality of Child Poverty is that there are hundreds of children each day across the UK arriving at school hungry and leaving at the end of the day knowing that they'll go without an evening meal.

In Milton Keynes we have a high percentage of children living in poverty. Since COVID-19, our usual child parcel amount has significantly increased, we have been supporting children and their families in need across Milton Keynes and Surrounding Areas to ensure they have food on the table."



## Other ways for your employees to get involved

Another way to engage your employees is to get them involved in some additional fundraising activities. This would further embed your commitment to supporting the local community within and throughout your organisation and increase staff morale by involving them in your Philanthropy.

Here are a few ideas to get you started:



### Take on a sponsored group challenge

Why not get a team together for a challenge event. There are so many out there to choose from whether your team wants to run, swim, cycle or do something else.

You could even get an exercise bike or treadmill in the office and collectively reach a certain distance.

Lands End to John O'Groats anyone?

### Sweepstake

Choose a big sporting event that's coming up and put the names of the competitors into a hat.

People pay to take part, pick a name out of the hat, and whoever picks the winning team gets half of the entry money with the other half going to MK Community Foundation.

### Organise a quiz night

Invite employees, clients and customers to enjoy an evening of fun and competition. Charge a fee to take part and hold a raffle for some extra fundraising on the night.

If you would like to discuss any of these or another fundraising idea, please give the Philanthropy team a call on 01908 690276 or email [info@mkcommunityfoundation.co.uk](mailto:info@mkcommunityfoundation.co.uk)

“Our Seeing is Believing tour bought it all to life”

CORPORATE MEMBER



## Interested in joining us as a Corporate Member?

To join us as a Corporate Member please visit the Membership page of our website at [mkcommunityfoundation.co.uk](http://mkcommunityfoundation.co.uk) or scan the QR code below.

If you'd like to find out more or discuss anything in this brochure, please call our Philanthropy Team on 01908 690276 or email [info@mkcommunityfoundation.co.uk](mailto:info@mkcommunityfoundation.co.uk).



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