

Company Matched Giving/Funding Schemes

Maximising Fundraising with help from parents and the companies they work for.

What is Match Funding/Giving?

Many companies offer their employees the chance to take part in a matched funding scheme. The company will provide additional funding to a good cause (usually on a £ or £ basis up to a maximum amount). Generally the employee must have been involved in the fundraising event as a volunteer.

For example, a parent, who works for a company that offers matched giving, volunteers to work on organising the summer fair. The profit made by the fete is £1000. The parent's employer will then match this amount with a further £1000. The amount offered will vary depending on the organisation and conditions may apply such as the requirement for the organisation to be a registered charity, if this is the case the school could apply through the PTA.

Also a parent may opt to make a cash donation to the school, which again could be matched by their organisation, depending on the individual scheme.

Benefits

1. For the company

- Improved staff morale by having their efforts supported by the company
- the company can support many organisations with relatively small donations
- the donations can be written off against taxable profits
- enhances corporate image and reputation
- positive publicity opportunities

2. For the School

The most obvious benefit is the additional funding – usually doubling the money raised from a particular event. In addition to that, depending on the organisation and the relationship built with the school, the company may choose to continue to support the school in other ways, Other ways organisations can help the school include sponsorship, gifts in kind (for raffles, auctions etc) or simply a general donation.

Make sure you publicise any successful match funding bids as news of 'money for nothing' may also encourage other parents to approach their employers and further funding could be attracted.

3. For the individual

Parents benefit by seeing their contributions being increased through the support of their employer. There is also the opportunity of getting their colleagues involved through the same scheme. It may also be a way which parents with limited time can feel they have really contributed to the school community.

Disadvantages

The main disadvantage with matched funding is that the decision about how or when to approach the companies is not within the control of the school. It is up to the individual to approach their own companies and many parents may not feel comfortable doing so. Also it is very difficult to find out which companies offer a matched funding scheme, sometimes even the employees are not aware!

Options for Matched Funding

Organisations may support the school in a variety of ways including:

- time donated by their staff for voluntary work (some pay the school for each hour a member of their staff have worked on a voluntary basis)
- matching funds raised through an activity (ie school fundraising disco)
- matching funds raised by a sponsored event
- a cash donation
- donation of equipment (ie computers)
- donation of services (ie printing large documents for the school)
- donation of prizes (suitable for raffles/auctions/tombola)

Accessing a matched giving scheme

The first step is to identify if any of your parents or community members work for a company with an appropriate scheme. The easiest way to do this is via a regular request on newsletters and your website. On an ad-hoc basis, maybe once a year, a specific flyer could be sent out giving information about how such schemes work. Many schools send out an annual questionnaire to parents asking if they work for an organisation that offers match funding.

Assuming you have individuals who are prepared to access their companies match giving scheme you then need to discuss with the individual the best way forward. Most employers expect their employee to talk to them in the first instance.

Before making the approach to the company, it is important to think through exactly how much the parent wishes to give (if they are giving a cash donation), or how much time they have available (if they are helping to run an event). If you are asking for a parent to staff a stand at the summer fair, knowing that their employers will match fund £ for £, think about which stall is the most profitable and ask them to run that one!

List of companies that potentially offer match funding

Abbey (match up to £700 per employee per year)
Accenture
Air Products plc
Alfred Dunhill
Alliance & Leicester (match funds up to £250 (max £1000 per year) & match funds of CHILDREN of employees up to £25 limited to 2) claims per year
Alliance Capital
Allied Domecq plc
AMEC plc
American Express
Amoco Foundation, Inc
Andersen
Argos
Arjo Wiggins Appleton plc
Arla Foods
ARM Holdings
Asda
Astra Zeneca
AT Kearney
Avon Cosmetics Ltd
BAA plc
Bank of America
Bank of England
Bank of Scotland
Bank of Tokyo-Mitsubishi
Bankers Trust
Barclays Capital
Barclays Group
Barclays match up to £750 per employee 3 times per year
Bayer plc
BG Group
Bibby Line Group up to £1500
BOC Group plc
Booker plc
Boots match up to £500 per employee
Boston Consulting Group
BP
Bradford & Bingley matched to £250
Bristol-Myers Squibb
British Gas matched to £150
BSKY Broadcasting
BT
Cable & Wireless matched to £1000
Camelot Group plc
Capgemini
Capital International Research
Cargill plc
Carlsberg Tetley - GIST group DOUBLES employees fundraising
Celanese Canada Inc
Centrica
Chase Manhattan Foundation
Citibank
Citigroup
Clifford Chance
Coats Viyella plc
Co-Operative Bank Community Award Fund provides matched fundraising for employees
Cornhill Insurance plc
Coutts Bank
Credit Suisse First Boston
De La Rue
Debenhams plc
Deloitte Consulting
Deutsche Bank
DHL
Diageo
Dixons
Dresdner Kleinwort Wasserstein
Economist Newspaper Ltd
Eli Lilly
EMI
Energis
Enterprise Oil plc
Ericsson Telecom
Ernst & Young

Exxon Mobil
Fidelity Investments
First Bus
Ford Motor Company
General Electric Company plc
GlaxoSmithKline Plc
Goldman Sachs
Guardian Royal Exchange
Halifax
HBOS (Halifax - Bank of Scotland) matched to £500
HSBC matched to £500
IBM
IDEO
Industrial Bank of Japan
Invensys
J P Morgan
J Sainsbury
Jaguar Cars Ltd
Johnson & Johnson
Kellogg's
Kingfisher
KPMG
LASMO plc
Legal & General match up to £750 per employee
Lehman Brothers
Levi Strauss (UK) Ltd
Littlewoods plc
Lloyds TSB
Marks & Spencers plc
Marsh & McLennan Companies inc.
McKinsey & Co
Mercury Asset Management
Merrill Lynch
Microsoft
Midlands Electricity
Misubishi Research Institute
Mitsubishi Chemical Corporation
Moody's Investors Services Ltd
Morgan Stanley Dean Witter
N Power
National Grid Transco
National Power
Natwest Group
NCR Corporation
NFC
Northern Rock £2 for £1
Norwich Union
O2 match to £350
Pearson
Peugeot
Peugeot Motor Company plc
Pfizer
Philip Morris Companies Inc (Altria Group Inc)
Philips
PPG Industries Foundation
Pricewaterhouse Coopers
Procter & Gamble
RBS Group Churchill Community Cashback Awards ranging from £100 - £1000
RBS Group Direct Line
RBS Group Natwest
RBS Group The One Account
RBS Group Ulster Bank
Reuters
Robert Fleming & Co
Rolls Royce
Royal & Sun Alliance
Royal Bank of Scotland
Royal London Mutual Insurance
Sainsbury's
SanofiSynthelabo UK Ltd
Santander
Schroder Salomon Smith Barney
Schroders
Scottish and Southern Energy plc
Seaboard

Shell
Shire plc
Siemens Medical
Sigma Securities
SIT Investment Associates Foundation
Slough Estates plc
Smithkline Beecham
Southern & South East Water
Southern Electric
Stagecoach
Stagecoach Holdings
Standard & Poor's
Sun Life of Canada
Swiss Bank Corporation
Tesco plc
Texaco
Thames Water
The Royal Bank of Scotland
The Royal London Mutual Insurance Society Ltd
TOTAL Oil Marine plc
UBS Warburg
UGC Ltd
Unilever
Unisys
United Airlines
United News and Media plc
United Utilities match to £200 per application
Virgin Group
Vodafone
W H Smith match fundraising up to £500 one grant per year - registered charity grant for staff involved in PTA for min 4hrs a month£250
Warner Music International
William M Mercer
Woolwich plc