

CONTENTS

Corporate Support for the Voluntary Sector – A New Dimension.....1 <i>Michael Brophy, Chief Executive, Charities Aid Foundation</i>	Investing in the Arts, Investing in Human Potential...27 <i>The National Federation of Music Societies</i>
The Business of Running a Charity.....2 <i>Mark Freeman, Financial Controller, Marie Curie Cancer Care</i>	Partnership in Action28 <i>National Museums and Galleries on Merseyside</i>
Sponsorship: The Pitfalls and Problems3 <i>Alan Burdon-Cooper, Partner, and Michael Drake, Partner, Collyer-Bristow</i>	The National Youth Orchestra of Great Britain, 50 Years Young32 <i>National Youth Orchestra</i>
Taxation and Corporate Giving4 <i>Peter Dingley, Tax Partner, Price Waterhouse</i>	Training New Performers35 <i>National Youth Theatre</i>
The Corporate Good Citizen: Money isn't Everything5 <i>Julia Cleverdon, Chief Executive, Business in the Community</i>	Training for the Theatre37 <i>Royal Academy of Dramatic Art</i>
ANIMALS	Arts for the People39 <i>The Royal Festival Hall and the Hayward Gallery on the South Bank</i>
A Corporate Partner is for Life, Not Just for Christmas6 <i>National Canine Defence League</i>	On Guard: The Royal Tournament41 <i>Colonel Iain Ferguson OBE, Vice Chairman and Director, The Royal Tournament</i>
Working Together for Wildlife.....8 <i>The Scottish Wildlife Trust</i>	Music Education. Don't Your Children Deserve a Good One?.....44 <i>The Voices Foundation</i>
ARTS AND CULTURE	The Power of the Guns45 <i>Fort Nelson, The Royal Armouries Museum of Artillery</i>
Partnership for a Civilised Society.....9 <i>Lucy Morrison, Head of Corporate Development, Royal Society for the Encouragement of Arts, Manufactures & Commerce (RSA)</i>	Why the Lottery is Good News for the Voluntary Sector47 <i>National Lotteries Charities Board</i>
The Arts of Good Business.....10 <i>Colin Tweedy, Director General, Association for British Sponsorship of the Arts</i>	THE BLIND
High Standards in Music-making.....15 <i>English Chamber Orchestra and Music Society</i>	Helping practically every way we can <i>Action for Blind People</i>48
Music in the Community.....16 <i>Musicworks</i>	You Have Only Two Eyes – So Take Good Care of Them!51 <i>Iris Fund</i>
Guarding England's Heritage.....18 <i>English Heritage</i>	Facing the Facts – Listening to the Need52 <i>The British Wireless for the Blind Fund</i>
Music Training for Children.....25 <i>The National Children's Orchestra</i>	A Move to Create more Corporate Endowed Charitable Trusts54 <i>P J D Marshall, Director, The United Kingdom Charitable Trusts Initiative</i>

CHILDREN

The Fastest Growing Charity in Britain 55
Whizz-Kidz

Cause Related Marketing: a Commercial and Credible
Marketing Communications Tool 58
Chris Bebbington, Dreams Come True

Help Great Ormond Street Get Better 59
Great Ormond Street Children's Hospital

Lifeline for Families 63
The Demelza House Children's Hospice Appeal

Helping Young People Fulfill their Potential 64
Netherhall Educational Association

Hope and Homes for Children 66
Mark Cook, Hopes and Homes for Children

Marketing With a Cause 67
*National Society for the Prevention of
Cruelty to Children*

Early Learning Counts 69
Pre-School Learning Alliance

THE DEAF

The Future is Bright for Corporate Partnerships 71
The National Deaf Children's Society

THE DISABLED

Helping People Enjoy a Better Quality of Life 74
Horticultural Therapy (HT)

Epilepsy 76
The National Society for Epilepsy

THE ENVIRONMENT

Creatif 78
Creatif Ltd

Our Countryside at a Crossroads 79
The Council for the Protection of Rural England (CPRE)

Undercover on the Wildlife Frontline 81
Environmental Investigation Agency

Teaching a Love of the Land
The Country Trust 83

HEALTH

Stop the Spread of AIDS 85
Red Ribbon International

What Do You Know About the Stort Trust? 88
The Stort Trust

INTERNATIONAL

Growing Hope With Intermediate Technology 89
Intermediate Technology

MEDICAL RESEARCH/CARE

Caring for Leukaemia Sufferers 90
The Leukaemia Care Society

Diagnosing Cancer 92
Cansearch

Fighting Cancer Makes Commercial
Common Sense 94
Cancer Research Campaign

Support Children with Cancer
The Malcolm Sargent Cancer Fund for Children 95

Brain Injury 96
Headway

Corporate Sponsorship and the Neurofibromatosis
Association 97
The Neurofibromatosis Association

SOCIAL WELFARE

Portland Maximises Ability 99
Portland College

Investing in Renting 101
Richard Best, Director, Joseph Rowntree Foundation

Auditing and Developing a Strategic Approach to
Charities 102
Richard Busby, Chief Executive, BDS Sponsorship

Crisis Corporate Partnerships 104
Crisis

Keeping Older People Independent 106
Help the Aged

VOLUNTARY ORGANISATIONS

CSV - Building Stronger Communities 109
Community Service Volunteers (CSV)

The Future of the Voluntary Sector 110
*Professor Nicholas Deakin, Chairman,
Commission on the Future of the Voluntary Sector*

Can We Come on Board? 111
Royal National Lifeboat Institution (RNLI)

Q: What do Kieran Perkins and Britain
Have in Common?
The Problem with Britain's Attitude to Global and
National Sponsorship 113
*James Dunning, Managing Director,
International Sponsorship Management Ltd*

Index of advertisers Inside back cover