



CCS Adoption Corporate Engagement and Fundraising Guide

For Trustees, Supporters, Staff and Volunteers

Introduction

As a charity, engaging with corporate partners is crucial for promoting our cause, raising funds, and leveraging pro bono support. Corporate partnerships can provide us with the resources, networks, and visibility needed to support our work and create lasting impact for adopted children and their families.

This guide is designed to equip you—our valued supporters—with the knowledge and confidence to identify, approach, and engage with potential corporate partners. It also outlines when to involve the CCS team, including our CEO or Business Development Manager, to help progress opportunities.



Identifying a Potential Corporate Partner

You may already know a company that could be a great fit for CCS Adoption. Consider:

- Where you work or have worked
- Where your friends or family work
- Businesses you've seen on LinkedIn or in your community

Look out for companies that have:

- A strong Corporate Social Responsibility (CSR) focus
- A family-oriented or community-driven brand
- Employee engagement or volunteering programmes
- A Charity of the Year scheme or matched giving initiative

These are all signs that a company may be open to supporting a charity like CCS Adoption.

When to Approach a Potential Corporate Partner

You might consider reaching out if:

- You have a personal connection to the business
- A friend or relative works there and is happy to introduce you
- Someone in the business has a personal link to adoption (e.g. an adopter, adoptee, or someone with lived experience)

If you feel comfortable, a personal approach can be very powerful.

What to Say

When speaking to a potential partner, you can:

- Share your connection to CCS Adoption and why you support us
- Share your adoption story (if that's relevant and you're happy too)
- Highlight our work and impact—use our Achievement Report or direct them to our website: www.ccsadoption.org
- Mention our current fundraising campaign or other community fundraising, and how businesses can get involved
- Say we need financial support to fund our vital adoption support that is not Government or statutorily funded and relies on charitable donations.

You don't need to have all the answers—just your enthusiasm and a willingness to connect.

When to Involve the CCS Team

Please introduce the potential partner to Emma Simpson (CEO) or Sarah Yelland (Business Development Manager) if:

1. You don't feel comfortable making the approach yourself
2. The business shows genuine interest in exploring a partnership
3. They want to discuss fundraising goals, impact, or financial needs
4. They ask about formal agreements, joint activities, or long-term collaboration

They can support you and ensure the relationship is nurtured professionally and effectively.

Ways Companies Can Support CCS Adoption

Here are some ideas you can share with potential partners:

- Charity of the Year partnerships
- Sponsorship of events or campaigns
- Employee fundraising and payroll giving
- Matched giving for staff donations
- Volunteering or pro bono support (e.g. marketing, legal, HR)
- Donations of goods or services
- Hosting awareness events or lunch & learns

We can tailor opportunities to suit the company's size, interests, and goals.

Need Help?

If you're unsure about anything or want to talk through an idea, please contact:

Sarah Yelland

Business Development Manager

Sarah.yelland@ccsadoption.org

[0117 935 0005](tel:01179350005)

Emma Simpson

CEO

Emma.simpson@ccsadoption.org

[0117 935 0005](tel:01179350005)

Many thanks from the CCS Team