

# Corporate sponsorship and matched funding

Receiving corporate donations or matched funding can be a great way to boost your fundraising total and help you reach your goal. This guide will talk you through how to go about securing it.

## What is a corporate donation?

This is where a specific company agrees to donate to Meningitis Research Foundation because you have asked them to. The money they donate will go towards your fundraising target.

## Who should I contact?

Outside of your own workplace, think of companies that you have a connection to. Some examples would be companies your friends and family work for, companies that are local to you, or have a connection to meningitis.

## What could I offer in return?

- Wearing a t-shirt with the company's branding on when you take part in your challenge
- Publicising the business at any fundraising events you are planning to run

## What should I ask for?

Businesses might be able to support you in any of the following ways:

- A one-off donation
- The opportunity to run an event (such as a staff room cake sale)
- Sending an email to all their members of staff promoting your cause

Our amazing Kilimanjaro trek participant Jodie received £798.75 in sponsorship from businesses!

## What do I need?

- A letter of authority that shows you are fundraising for MRF (if you don't have one already, please speak to your contact at the charity and they will provide you with one)
- You might like to use the template letter we have prepared for you to save time!

## Top tips

- If you send a letter/email and don't hear anything back, don't be afraid to give it another try. You could send a follow up email or try calling them instead.
- Many large companies will already have their own nominated charities for the year. You might find more success through contacting smaller, independent businesses.
- Making your ask in March/April can sometimes give you a stroke of luck - as this is when the financial year begins and companies may have more money in the pot for charitable causes.

### What is matched funding?

Matched funding is a specific type of corporate donation, where a company agrees to match the amount you raise, partially or fully. For example, if you raise £1,000, they will also donate £1,000, bringing your fundraising total to £2,000.

### Who will give me matched funding?

You are most likely to secure matched funding from your own employer. Some companies have an established matched giving policy for their employees. If you aren't sure whether you are eligible, it is worth checking with your team.

### How does the money get to MRF?

Matched funding can be paid in several different ways. Usually, it is through a dedicated matched giving platform, such as the Charities Aid Foundation. However, we can also accept donations via cheque or bank transfer.

### What do I need to do?

If you manage to secure matched funding, please let us know. Email in the following information to your charity contact:

- Name of the company
- Name of the platform they are using if applicable, or which method of payment they would like to use
- Donation amount

This helps us to add the donation to your fundraising total smoothly.