

Simple Learnings

Each and every cause is unique

- Charity is short term, based on emotion and attachment to a cause, an immediate response. Philanthropy is long term and strategic. Causes are more global. Decide if you want to make a local or global contribution
- Understanding your charities vision and why
- Sponsorship is common for sports/activities eg walking, running, cycling
- We like to support and connect with particular causes close to our hearts or that have a relevance in our local communities
- We choose our charities and causes through personal connection, word of mouth and through the media
- There are so many ways to support charities. Elevating them, sharing within your network. Fundraising, donating time and skills, becoming an ambassador
- Volunteer your time
- Support companies which contribute towards charity - Fairtrade
- Understand your companies Corporate Social Responsibility. What role can you play and how can you support
- Charity can present itself in different forms - be kind, say hello. Words are welcomed and much needed

Be kind and generous with your words

- Many companies have Charity/Giving Days. Champion local charities and highlight those close to your heart
- Check in on the elderly and vulnerable in your neighbourhood. Help them with shopping, have a chat over a cup of tea, or offer to collect a book or newspaper
- Connect with local charities. For example many have a rota to support the homeless with breakfast and dinner. Cater/cook or serve
- Give care packages for the homeless - eg gloves, hats and socks
- As Assistants we may support philanthropic Leaders and Executives
- Understand their Why and reasons for supporting
- Research and proactively share new data
- Philanthropy maybe new to you - learn more, ask questions and understand how you can support
- Research other philanthropy projects
- Obtain an events calendar and who attends
- Your Executive maybe on the board and have additional responsibilities, what does that mean for you
- Connect with other Assistants within the sector and share best practice
- Whatever your contribution, give with heart and gratitude