

# CHARITY PARTNERSHIP APPLICATION FORM AND GUIDANCE FOR CHARITIES – IRELAND



# CHARITY PARTNERSHIP APPLICATION FORM AND GUIDANCE FOR CHARITIES

## SECTION 1: CSR AT AG

Our CSR strategy is framed around our ultimate objective of Unlocking Young Potential. We aim to make an active contribution to our communities through supporting young people to reach their full potential through our three CSR pillars: **Access to Education, Access to the Profession and Access to Work**.



We implement our CSR strategy through **our community work, charity work and our pro bono programme**. All of this is underpinned by a wider commitment and investment from the firm through the AG Charitable Trust and our environmental policies and initiatives.

We are in a position to appoint a new charity partner that will cover Dublin and the surrounding areas. The partnership/s will be for a three year tenure and will be positioned around our ultimate aim of Unlocking Young Potential, providing a collaborative firm wide approach to charity, whilst retaining local relevance and significance.

## SECTION 2: THE PARTNERSHIP AND PROCESS

Addleshaw Goddard (formerly Eugene F Collins LLP) has a long history of contributing to the communities in which we operate to ensure that we are making positive community and social investment. Our people are passionate and committed to our CSR programme and we have a proud track record in charity partnerships and charitable giving.

We are in the middle of a wider review of the firm's ESG proposition, and our charity partnership is integral to our responsible business strategy. We are committed to ensuring we are aligned to the UN's Sustainable Development Goals and as such we would like to see how prospective charity partners align their values to these shared goals.

Our colleagues are vital to the success of our partnership - the majority of the money we raise comes from colleague based fundraising activity across our offices. The business also supports the partnership through some client facing activity, community fundraising, matched funding through the AG Charitable Trust and, where appropriate, pro bono work.

The table below details some of the key milestones in the charity appointment process. Please note that the dates are largely internal guidelines and may be subject to change with the exception of the charity application deadline, which will remain fixed.

ACTION	TIMEFRAME
Direct Application Window Opens	Friday 30th June 2023
Charity Application Deadline	Monday 7th August (midnight)

ACTION	TIMEFRAME
Charity Shortlisting- Shortlisting will take place to put a maximum of three charities to a colleague vote.	w/c 14th August 2023
Colleague Voting Period- Colleagues are given one vote per person to select the charity partner of their choice.	21st August- 4th September 2023
Charity Informed- The successful charity will be contacted by the CSR Manager.	5th September 2023
Partnership Announcements- Internal and External Communications will be drafted and released.	w/c 11th September 2023
Partnership Dates- 3 Year Partnership	1st October 2023- 1st October 2026

## SECTION 4: APPLICATION GUIDANCE

We respectfully request that this document is reviewed in its entirety before completing the application form, in addition to the undertaking of research into Addleshaw Goddard more widely. We would recommend looking at both our website and our previous CSR reports available here- <https://www.addleshawgoddard.com/en/about-us/csr/>

The guidance below is intended to demonstrate the type of charity we are looking to partner with, and how we would like the money we raise to be utilised.

### Charities wishing to be considered for the partnership should be able to demonstrate:

- They meet our CSR objectives of Unlocking Young Potential- either in their overarching mission statement or through their projects/ programmes.
- They deliver services or projects effectively with a strong proven track record.
- Their cause and brand resonates with colleagues and clients.
- They are able to provide proactive corporate partnership support and strong account management across all of our locations.
- They are able to provide excellent support to colleagues across all levels of AG.
- They have experience of delivering dynamic fundraising and communications campaigns, tailored to suit the needs of individual corporate partners.
- They understand AG as a business, our key opportunities and challenges when engaging with our colleagues and clients around charitable giving.

### Charities will not be considered for the partnership if:

- They are not registered as a charity in Ireland.
- They do not operate and deliver services in Ireland.
- They do not have Triple Lock Self Certification
- They are focused on promoting a particular political party or religion.
- They are not able to demonstrate local relevance in Dublin (which is where our office is based).

The money we raise:

- Should benefit the communities around our office locations- we will require funds to be restricted.

- Should be used for a specific project or service outside the charity's business-as-usual operation (and will be classified as restricted funds for this purpose).
- Should be used for a service or project that is sustainable after the partnership ends.

If you have any questions before making an application please contact the CSR Team on [charity@addleshawgoddard.com](mailto:charity@addleshawgoddard.com)

## SECTION 5: APPLICATION FORM

CHARITY DETAILS	
Charity Name	
Address	
Registered Charity Number	
Triple Lock Self Certification (please delete as appropriate)	YES / NO
Link to Website	

APPLICANT DETAILS	
Applicant Name	
Position within Charity	
Applicant Contact Details	
Alternative Contact and Details (required)	

FACTS AND FIGURES (IF YOU ARE UNABLE TO PROVIDE 22/23 FINANCIAL YEAR FIGURES, PLEASE USE 21/22)	
<b>2022/2023 Overall Income Total</b>	
Please provide a breakdown below of how this income was generated (you may change the suggested headings)	
Donations and Voluntary Income	
Grants	
Legacies	
Trading	
Gifts in Kind	
Investments and Other	
<b>TOTAL</b>	

**FACTS AND FIGURES (IF YOU ARE UNABLE TO PROVIDE 22/23 FINANCIAL YEAR FIGURES, PLEASE USE 21/22)**

**2022/2023 Overall Expenditure Total**

Please provide a breakdown of how this money was spent below (please use headings relevant to your organisation)

TOTAL	

**2022/2023- Additional Financial Information**

Calculation of Charitable Expenditure Per Euro raised	
Total income raised available to spend	
Net total charitable expenditure	
% Charitable Income	
Amount spent per Euro on Charitable activities	
Amount raised from charitable partnerships	
Number of Employees (FT, PT and volunteers)	

**PLEASE ANSWER THE BELOW QUESTIONS ENSURING THAT YOUR COMBINED ANSWERS DO NOT EXCEED 5000 WORDS:**

**ABOUT YOUR CHARITY**

- 1        What is your overall mission or goal? *It would be useful to detail here how you align with any of the [UN SDGs](#).*
  
- 2        How does you mission and aims support our CSR objective of Unlocking Young Potential? *Tell us how you can align with our access to education, work and the legal profession pillars in turn, where applicable.*

- 3 What does your charity do? *Tell us about the services you offer, the projects you deliver and the people you help.*
- 4 What difference have you made in the last two years? *Tell us about the overall impact you have made and major projects you have delivered.*
- 5 What are your strategic aims over the next three years? *Tell us where you see your charity, what you hope to achieve and how this is different to now.*

## **OUR PARTNERSHIP**

- 1 If successful how would you spend money raised from this partnership? *Give us an overview of the project or service you would like to deliver and how this is relevant to our office in Dublin.*
- 2 Why is it important that this project or service is delivered? *Tell us about the long term and short-term impact it will have, who will benefit and the geographical relevance.*
- 3 How will you measure the impact of the project or service? *Tell us about any KPIs or monitoring techniques you would/ currently employ.*

## **WORKING WITH AG**

- 1 How will you engage colleagues throughout the partnership? *Tell us about the types of events and campaigns you would like to see us deliver together. Please use previous examples if available.*
- 2 How will you help us ensure that our partnership reaches as many people as possible? *Tell us how you can communicate with colleagues and support them in their fundraising. In particular, how can you make our partnership relevant to the community in Dublin- with clear examples.*
- 3 How will you manage the partnership? *Tell us about your account management structure and how this would apply to a partnership with AG.*
- 4 How would you engage our colleagues in volunteering? *What opportunities could you provide for colleagues (whether individually or in teams) to support your charity? Please provide location specific information.*
- 5 Do you have any opportunities for pro bono support? *Tell us about any legal support on projects you may have that we could assist with- this is a key part of our partnership as it is an important part of our responsible business strategy at AG.*

- 6 How would you propose to work with our clients? *Tell us how you can provide a platform for our colleagues and clients to come together across CSR initiatives. Any examples from previous/ current partnerships could be helpful here.*

## **YOUR EXPERIENCE**

- 1 Please provide an overview of your experience working with a corporate partner? *Tell us how much you raised, how you delivered the partnership and what you achieved. Please make your example as comparable to our organisation as possible.*
- 2 Do you currently work with any partners from the legal or professional services sector?
- 3 What experience do you have in delivering communications plans or awareness campaigns with corporate partners? *Tell us about plans you have implemented across internal and external audiences.*

## **OTHER**

- 1 Are you currently partnered with any other law firms? If yes please provide details
- 2 Have you ever partnered/ worked with AG in the past? If yes please provide details
- 3 Are you registered with the Charities Regulator?
- 4 Are you registered with the Gambling Commission/ hold a lottery operating licence in your area of operation?

**Please return completed application forms to [charity@addleshawgoddard.com](mailto:charity@addleshawgoddard.com) by midnight on 7th August 2023. Applications received after this deadline will not be considered.**

*Addleshaw Goddard is committed to creating an inclusive workplace where individuals are able to be themselves, irrespective of their gender, race (including colour, nationality or ethnic origin), disability, religion, age and sexual orientation. As such, we expect our suppliers to be committed to the same principles and require them to have policies in place to promote diversity within their own organisations and supply chain, including, but not limited to workplace standards such as the Disability Confident Scheme or equivalent. Further, we expect suppliers to agree to provide evidence of their commitment upon reasonable request.*

**MORE IMAGINATION MORE IMPACT**

**addleshawgoddard.com**