CONTACT US TODAY
If you would like to discuss how your company can get involved with Oxfam Ireland, please contact:

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Oxfam Ireland is a registered charity in the Republic of Ireland and Northern Ireland.
ROI Company Number 284292 and NI Company Number 33800.

CORPORATE ENGAGEMENT
MAKE TACKLING POVERTY YOUR BUSINESS

WWW.OXFAMIRELAND.ORG
TEAM PLAYERS

Over the years a variety of companies and staff have engaged with Oxfam Ireland in a wide range of ways. Here are a few examples of companies we have partnered with...

- A|wear
- THE BODY SHOP
- C&A
- FARERS
- YOUR M&S
- Milano
- O'Brien's Irish Sandwich Bar
- Petermark
- Pizza Express
- State Street
TACKLING POVERTY IS EVERYBODY’S BUSINESS

Business has a vital role to play in the work against poverty and injustice. While investment and jobs allow people to create sustainable livelihoods, companies large and small can help to deliver real change to the lives of millions of people across the world through a corporate partnership with Oxfam Ireland.

This is a unique opportunity to link locally with Oxfam, a global movement of people working together to overcome poverty, suffering and injustice.

Our corporate partners make a crucial contribution to our work and enjoy the benefits of an association with Oxfam, a global leader in the development sector with 70 years’ experience working in over 90 countries.

Whether you’re a small company wanting to support a specific project, or a large company looking for a strategic relationship, we can tailor an innovative corporate partnership to match your needs and provide a good fit with your core values.

A corporate partnership with Oxfam Ireland will benefit your company and bring hope, dignity and justice to some of the world’s poorest people.

Tackling poverty is everybody’s business. Contact us today to see how you can play a part.

Jim Clarken
Chief Executive, Oxfam Ireland
OUR VISION AND APPROACH

Our vision is of a just world without poverty. We are a member of the Oxfam International confederation of 17 organisations working together in over 90 countries.

At Oxfam Ireland, we work to alleviate global poverty, suffering and related injustices. We inform and educate the public concerning the nature, causes and effects of poverty. We work with communities and local partners to support people to work their way out of poverty and exercise their social, economic, political and civil rights. We combine humanitarian assistance, long-term development and campaigning to tackle the root causes of poverty.

OUR CHANGE GOALS

We work to bring positive changes to the lives of people living in poverty in the following areas: Economic Justice, Essential Services, Rights in Crisis and Gender Justice. To do this we tackle poverty in three ways:

1. **Supporting long-term projects:**
   We work to support the long-term development efforts of people affected by chronic poverty. We equip them with the tools, skills and resources to achieve their basic human rights.

2. **Responding to emergencies:**
   We act quickly to save lives when disaster strikes by delivering essentials such as clean water, sanitation, shelter and food, as well as to help communities rebuild and prepare for future crises.

3. **Campaigning for change:**
   We concentrate on advocacy, education and campaigning to change the policies and practices of public and private organisations that affect the lives of poor people. We also aim to raise public awareness to change how people think about poverty and its causes.

Female farmer Agnes Cosmos (pictured centre) is one of many to have benefited from Oxfam’s Livelihoods programme work.

Charles and Fanny Kenani enjoy breakfast with their children at home in Malawi. The family now has access to water during the dry months and can plant several crops in a year, thanks to a new irrigation system provided by Oxfam.
WHAT WE CAN OFFER YOU

Dedicated account management for corporate partners
A dedicated Account Manager will work with you to develop a bespoke partnership that meets your individual requirements.

Proven track record in corporate partnerships
We have proven experience in managing innovative and successful corporate partnerships. We manage high-value partnerships such as the award-winning M&S and Oxfam Clothes Exchange alongside initiatives like our ongoing collaboration with O’Brien’s Northern Ireland.

Public promotion of our partnerships
Working with you, we will develop a tailored PR and media strategy designed to ensure your campaign receives maximum, timely and appropriate exposure.

Enhanced brand values for corporate partners
Join us and become part of a worldwide movement that is both visionary and proactive in our approach to combating poverty and injustice.

HOW YOU CAN GET INVOLVED

Partnership is at the heart of what we do. Without our partners, both corporate and community-based, we wouldn’t be able to make a lasting difference to the lives of poor people. Here are eight easy ways your organisation, staff and colleagues can choose to support Oxfam Ireland’s work:

1. Name us as your Charity of the Year
2. Partner with our retail network
3. Bring two great brands together
4. Get active with our challenge events
5. Donate to our work
6. Use your voice to call for change
7. Empower your employees
8. Donate your expertise, facilities and products

As part of a wide-ranging corporate partnership, O’Brien’s have used their catering expertise to help fuel the 100 teams that take part in our annual TRAILTREKKER challenge event. The O’Brien’s team is pictured with Oxfam Ireland chief executive Jim Clarken at their branded checkpoint, which provided a delicious lunch free of charge to grateful participants. See page 10 for information on how your company can get involved in TRAILTREKKER.
1. NAME US AS YOUR CHARITY OF THE YEAR

We know that charity of the year means different things to different organisations; therefore if you adopt Oxfam Ireland as your Charity of the Year, we can work with you to create a programme of fundraising to align with your corporate social responsibility objectives.

By focusing your company’s efforts on Oxfam Ireland you can have a real impact. We’ll support you throughout the year, helping you arrange a calendar of events to reach your fundraising target, and let you know what your donations mean on the ground.

Naming us as your Charity of the Year is a great way to engage and motivate staff and customers, have your brand associated with a leading charity and make a real difference to the lives of people affected by poverty and injustice.

A SUCCESSFUL CORPORATE PARTNERSHIP

As Europe’s leading organisation for eye surgeons, the European Society of Cataract and Refractive Surgeons (ESCRS) was keen to support Oxfam Ireland’s public health programmes, so they chose us as their charity of the year. The ESCRs provided funds to our Water and Sanitation project, bringing safe drinking water and proper sanitation facilities in Uganda. This helped to halt the spread of eye diseases, such as trachoma and conjunctivitis. “I am delighted that ESCRs supports these very important projects,” said José Güell MD, former President of the ESCRs.
2. PARTNER WITH OUR RETAIL NETWORK

You can team up with our unique retail network of 51 shops (including Oxfamhome, Oxfambooks and Oxfambridal) in the following ways:

Make Space for Oxfam by donating unwanted stock

Businesses large and small often donate stock to Oxfam Ireland. Whether it's last year's lines; that product that didn’t quite sell as expected; or even just a product you are over stocked on, we would love to help! We gratefully accept your returns, end of season and discontinued stock and can organise collections for large quantities. We can even 'de-tag' branded goods at your request to protect brand identity.

Our partnership with M&S is a perfect fit with the company’s Plan A, a five-year plan aimed at making the retailer carbon-neutral, ethical and sustainable. M&S customers are rewarded for supporting the world’s poorest people by receiving €7/£5 M&S voucher when they donate old M&S clothes or soft furnishings to an Oxfam shop. The clothing exchange programme offers M&S customers a simple way to clear out their homes, save money, reduce waste and raise vital funds for Oxfam.

Host our donation banks

Businesses and site owners can host a donation bank and enjoy benefits such as increased footfall along with regular updates on funds raised. We can install clothing and shoe banks and/or slightly smaller book and music banks that are regularly serviced. You can enhance your corporate image and brand by having a visible link with a leading charity organisation, while at the same time achieving your green policy and recycling goals.

Did you know?

Each donation bank site can return up to €12,000 each year in sales through our shops. That’s over 300 emergency shelters that can protect people from the elements.
3. GET ACTIVE WITH OUR CHALLENGE EVENTS

Each year over 400 people in 100 teams take on the Oxfam TRAILTREKKER challenge. This event, which is sponsored by Oxfam’s TRAILTREKKER global sponsor State Street, sees participants trek across a designated route of 50km or 100km through the Mourne Mountains from Newcastle, Co. Down to Carlingford, Co. Louth.

Encourage staff participation and fundraising
Boost team spirit while raising vital funds by encouraging your staff to take part in this event.

Provide volunteers and sponsor stations
Your company can man a branded station on the trail to cheer on the trekkers. Being a volunteer at TRAILTREKKER is about raising spirits and supporting the walkers to get to the finish line - and is an excellent alternative to the traditional Away Day!

Donate your products at the event
From cereal bars to juice drinks, you can donate your goods to the event and we will distribute them to our participants and volunteers throughout the weekend.

Other challenge events range from trekking in Peru, climbing Mount Kilimanjaro or even dog-sledding through the Arctic.

4. BRING TWO GREAT BRANDS TOGETHER

A partnership with us will align your company’s brand with strong social and community values. We can work with you to create an innovative campaign to ensure that you stand out from competitors and your customers engage with your brand in a new way, encouraging brand loyalty. Research has shown that 83% of consumers prefer a product and package that offers a social benefit and 66% will switch when offered such a deal.

Sponsorship Opportunities
Entering into a sponsorship opportunity with us means that your company could get exposure to our 100,000-strong supporter base and enjoy greater brand visibility among the general public.

We can create a bespoke sponsorship package that suits your company and industry. Event sponsorship options include our October festival Oxjam, a unique music experience that aims to stage as many DIY music events as possible to raise money. You can also choose to sponsor events such as lectures, talks and campaigning events.
5. DONATE TO OUR WORK

You could choose to make a company donation to one of our many areas of work. With so many different ways to donate, there’s something to suit every organisation. Your donation, your choice:

**Donate to our work worldwide**
Donations to our general fund are channelled to support our work where the need is the greatest. This means we can respond effectively to situations with exactly what’s needed on the ground.

**Donate to a project**
Create a direct link to a specific project or issue that your organisation feels passionately about. You will receive regular updates and annual reports to keep you and your organisation’s stakeholders up-to-date on how your valuable support is making a difference.

**Donate to an emergency**
The critical support of corporate partners in response to emergency appeals helps us to deliver life-saving supplies to communities affected by natural disasters or violent conflict with immediate impact. When the next emergency happens, you can be standing shoulder-to-shoulder with the world leader in disaster response.

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**GIVE AN UNWRAPPED GIFT**
*Why not send clients and suppliers a gift that makes a difference from the Oxfam Unwrapped range? We have over 20 life-changing gifts that’ll make your customers, staff and supporters smile and can even customise your e-cards by incorporating your company branding. For example we teamed up with The Body Shop to create unique pampering gift sets for Mother’s Day.*

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6. USE YOUR VOICE TO CALL FOR CHANGE

Alongside our long-term development and humanitarian work, we campaign and advocate in Ireland, in Europe and globally to challenge the root causes of poverty. We believe that our vision of a world free from the injustice of poverty is attainable. But we won’t achieve this on our own – we need companies passionate about overcoming poverty and injustice to use their voice to call for change.

Add your company’s voice to initiatives such as our global GRōW campaign, on behalf of the nearly one billion people going to bed hungry every day, or share your company’s expertise in supporting and enhancing our campaign work.

You can also empower your staff to play an active role in the work against poverty by sharing details of our campaigner training courses.

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The women from Nasapir village in Uganda making their voices heard during a meeting to discuss planting tree seedlings.
7. EMPOWER YOUR EMPLOYEES

Encourage staff fundraising
Invite employees to organise fundraising drives for Oxfam Ireland, from cake sales to emergency appeal collections. All of these activities go a long way in helping us to carry out our life-changing work.

Support through match giving
Match giving is an excellent way to engage and encourage staff by making a commitment to match their donations to us. This show of support can have a substantial impact on galvanising staff and helping them get behind a worthy cause.

Sign up for Payroll giving
Payroll giving encourages members of staff to give regularly through a staff fund. It’s simple - voluntary donations are deducted from your staff members’ salary every week or month by the payroll department. Staff members decide how much they wish to donate. We will help you to set up and implement the simple process.

8. DONATE YOUR EXPERTISE, FACILITIES AND PRODUCTS

Gifts in kind can transform your expertise and facilities into support, enabling us to direct more of our funds towards our life-saving projects. Your company can:

- Work pro-bono by offering your staff expertise or providing training to us
- Donate office equipment to our Dublin and Belfast offices
- Offer venues free of charge for our events
- Donate clothing and other stock to our nationwide shops
- Provide products that can be used as competition prizes or distributed to participants and volunteers at our events.

THE IMPACT OF YOUR GENEROSITY

Nelson Mananzva (pictured) and his family are among the hundreds of families benefiting from being involved in the large-scale Ruti Irrigation Project funded by Oxfam in Zimbabwe. “I’ll be able to have food for my family, sell whatever is left over and send my children to school. In the end I can buy farming tools and cattle again.” You can help more farmers like Nelson today.
Partnership is central to everything we do. From a volunteer in our Galway shop to a community leader in Zimbabwe, our shared vision is a just world without poverty. We believe that partnership with experienced local organisations overseas is the best way to support people affected by poverty.

By supporting us through your company, you can bring genuine long-term benefits to those who need our help the most. And by working in partnership with Oxfam Ireland you’ll have a unique opportunity to be associated with Oxfam’s internationally respected name.

The support of corporate partners at home is critical. Get in touch to see how we can work together.
Image credits as they appear in the publication.

Female farmer, Agnes Comos – Debbie Yazbek/Oxfam
Family – Abbie Trayler-Smith
Raised Hands – Caroline Gluck/Oxfam
Woman with tomatoes, Leyla Kayere – Abbie Trayler-Smith
Make Space Campaign – Oxfam Ireland
Girl in pink coat, Lkuni Phala - Abbie Trayler-Smith
Medal Winners – Karen Robinson
School building – Emma Walsh/Oxfam
Group of children – Marie Cacace/Oxfam
Woman at shop door - Miranda Driscoll
State Street – Oxfam
Smiling woman, Noolarami Kilanga – Geoff Sayer/Oxfam
Farmer, Nelson Mananzva – Oxfam

We welcome support from companies with a commitment to improving their impact on communities and the environment. We consider all corporate partnerships on a case-by-case basis, but we will not work with companies whose business practices contradict our core values.
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