

## Partnerships Case Study 2

**Richmond Good Neighbours  
Anne Speak**



### Background of the organisation

Richmond Good Neighbours has been providing support to residents of Richmond for over thirty years. Richmond Good Neighbours is a registered charity which was established to "provide services to the elderly, the disabled, the housebound and others living in the heart of Richmond". I have been in the Organiser role for 5 years.

### Tell us about the history of the partnership (who approached who?)

The current partnership with Cantell & Co started when one of our trustees, who lives close to their offices in Worple Way, Richmond asked the owners, David and Anissa, whether they would consider being our corporate sponsor.

The arrangement is that Cantell & Co give us 10% percent of their commission when they sell a property on behalf of someone who was referred to them by RGN. Working in partnership with Cantell & Co we have benefitted from wine and raffle prizes donated for our Winter Party, been the beneficiary of a Jubilee Street Party "bucket collection", and last spring they distributed a leaflet to local residents telling them about Richmond Good Neighbours, emphasising the flexibility of the role of being a volunteer, which had a really positive response bringing in about eight new local volunteers.

### What have you learned from the partnership?

There is increased awareness in the local area of the charity. It feels positive to be working with an independent local business who also can make the decisions about what level of financial support they can offer.

### Were there any challenges along the way? How have you overcome these?

Not really, it takes time to find a good fit with a local business and for the relationship to develop.

### Any problems balancing the priorities of the partners?

It's a very flexible arrangement, neither side is locked into anything that doesn't feel helpful. We appreciate their assistance without being dependent upon it and they benefit it if we introduce a potential client to them but there are no guarantees of a sale.



## **Any unexpected benefits?**

I've been open to seeing where the partnership goes, without too many expectations. A sale from a client referral is always a bonus.

## **What advice would you give to other charities considering partnerships?**

I would say just go for it - if you don't ask you will never know if there was an opportunity to work with someone.

Partnerships can be short term or one-off. One year Thermomix responded to a one-off request to make hot cross buns for us, and in subsequent years Lynde House Care Home have been very generous with their offers of support. However, you can't rely on corporate sponsorship as companies often change the charities they choose to fundraise for, so any donation has to be a bonus, the icing on the cake, rather than your core funding.

I would suggest approaching local organisations which have a natural empathy with what you are doing. As a neighbourhood care group, estate agents and care homes are more interested in connecting with our client group. Companies based locally have corporate charity days and could offer help funding Christmas hampers, providing DIY skills, sponsorship of an event, or even sponsor the running costs of a van or a minibus.

We did find when soliciting donations for the Richmond May Fair that many local companies have been inundated with requests from inside and outside the borough, so are less able to help than previously.

## **What's next?**

We hope to continue this partnership with Cantell & Co but also need to think about who else to approach as our regular funding streams are under pressure to meet other excellent charities needing financial support.

## **What Cantell & Co say**



Our relationship with Richmond Good Neighbours is one that we are very happy with.

When we donate 10% of our fee, we are doing so because we have benefitted from the charity's promotion of us; it is a pleasure to pay this across and we know that our vulnerable and older residents are benefiting from the donation.

It is great news that our marketing attracted more volunteers, and it made sense to us to send out the leaflet as we stood out from other businesses.

We look forward to a long relationship with this excellent charity and would encourage others to partner with an organisation local to them.