

Corporate Social Responsibility

Much has been said about this somewhat jargonistic phrase but what it really means to you, as a business, is involvement in the community within which you work and live.

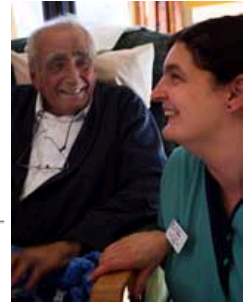
There is an expectation now that companies will be active within their local community - 'giving something back' – and be seen to do so. You see many examples every day in the form of sponsorship and charitable donations but the ones that stand out are those which exceed the expectation of the community and demonstrate an ethical approach to giving.

The best partnerships are formed with organisations that have a similar ethos.

When consumers are asked about businesses actively supporting charities the feedback is positive:

"86% of consumers had a better perception of a company trying to do something to make the world a better place."

Source: The Winning Game, Business in the Community 1996



"Consumers feel companies involved are more trust worthy"

Source: Coner/Roper 'Profitable Partnerships - Business in the Community'

Consumers today are more aware of Corporate Social Responsibility than ever before - the benefits of being associated with a well known charity such as St Margaret's should not be underestimated.

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Registered in England No. 1471345. Registered Charity No. 279473

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