

ADVERTORIAL **Why businesses should be supporting charities like Erskine right now**

Corporate support of Erskine could boost the reputation and morale of a business.

SHARE   

By **insider.co.uk**

00:00, 25 NOV 2020 | **UPDATED** 10:56, 27 NOV 2020



Erskine Chief Executive Wing Commander Ian Cumming MBE, Bim and Pardeep Sandhu, owners of The Santon Group with The Highland Club Manager, Mark Dallas and wife, Morag

Charities like Erskine recognise 2020 has been a challenging year for businesses but they need corporate support now more than ever.

While they are extremely thankful for the support of corporate organisations and local businesses that have helped them this year, the need is ongoing.

Supporting a charity like Erskine can have a direct impact on the lives of Veterans but charity partnerships can also be extremely beneficial for the businesses involved.

Partnering with Erskine shows your employees, consumers and competitors that you care.

Recent research shows that consumers are more interested in the social conscience or purpose of the brands they interact with and reward those who meet their expectations - and the Covid-19 pandemic has reinforced ethical priorities even more.

However, for a business, supporting a charity like Erskine has other benefits:

- A low cost form of advertising
- Help reach a targeted, captivated audience and raise company profile and awareness

- Encourage consumers to select you over other organisations
- Can bring the company into a network of like-minded organisations, opening up to new potential partners or clients.

There is more to charity partnerships than a big cheque photo call and supporting a worthwhile charity like Erskine is not just for large multinational organisations.

Erskine welcome support from all organisations and encourage companies to think outside the box to see how they can get involved.

Organisations may not be in a position to give financially but can support in other ways, working together to make society better and meet a shared goal.

Any financial support allows Erskine to continue its vital work caring for our Veterans and their families, but this does not always need to come straight out of the business profits.

Right now there are more opportunities to give and support, for example by donating unused hospitality or Christmas party budgets, or donating unused supplies.

Corporate partners can also nominate Erskine as a benefiting charity for funds, events, or projects.

While gifts-in-kind/pro-bono support eases strain on charity finances allowing them to reallocate budget.

Introduction to key contacts and raising awareness through marketing support of Erskine to their audiences and networks is also warmly welcomed by Erskine.

Partnering with a charity is not merely a one-off transactional business deal but a transformative strategic partnership that provides wins for the business and the charity, and more importantly the Veterans that Erskine cares for.

Case study: The Highland Club



📍 Army Veteran, Bill McMahon and wife Agnes enjoying a holiday break at and provided by The Highland Club, Fort Augustus

London based The Santon Group, working under the brand name of their subsidiary company The Highland Club, have worked closely to support Erskine for five years.

They have sponsored Erskine's flagship fundraising event The Erskine Military Ball; Provided holidays for Erskine Veterans at The Highland Club; and encourage their staff to participate in Erskine's events and activities as well as taking on challenges.

In return Erskine has been able to provide The Highland Club with exposure north of the Border to an interested audience; access to like minded business parties; and staff engagement with colleagues who work across the country through attending events together and supporting the same cause.



📍 Veteran Frank Coyle, an Erskine Home resident

Bim Sandhu, CEO and owner of The Santon Group, said: “What was originally a simple, sponsorship transaction five years ago has grown into a fruitful relationship with Erskine that has lasting positive impacts on the lives of our Veterans, which was our main motivator for approaching Erskine in the first place.

“Knowing that you have made somebody’s life better is a huge reward in itself. We are proud to work with Erskine and help support the Veterans in their care”.