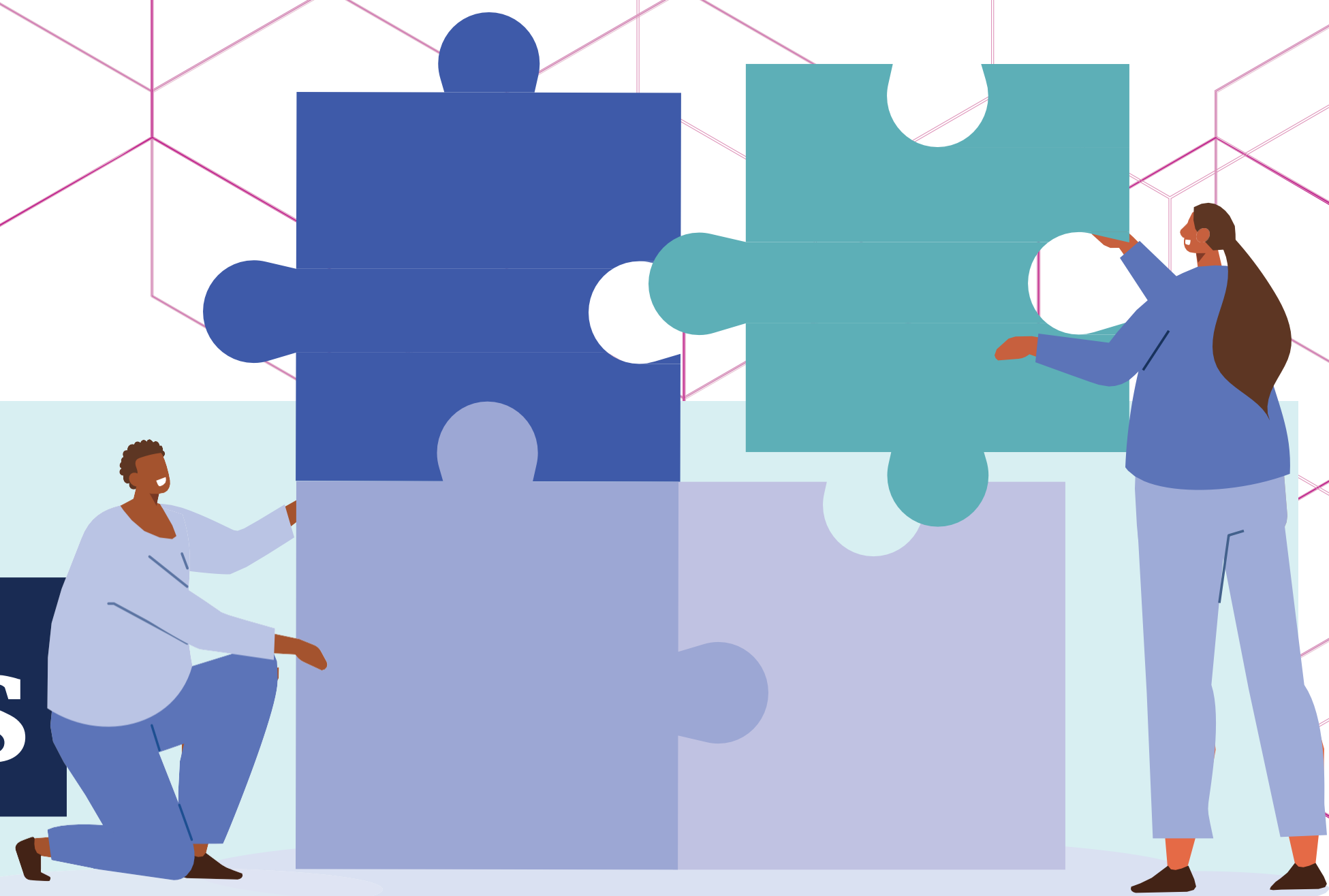




INSPIRING
FINANCIAL
LEADERSHIP

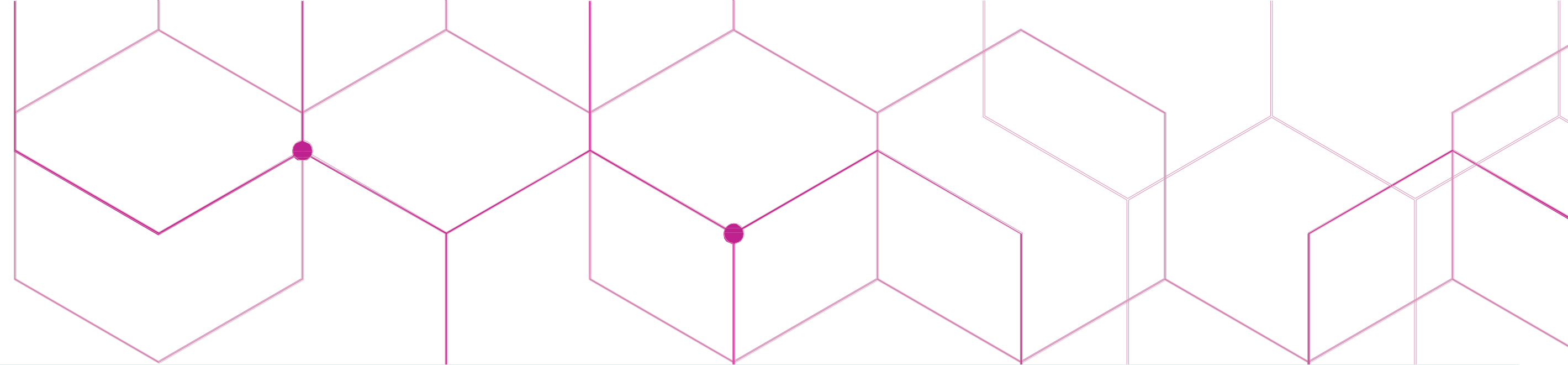
CFG and Corporate Partners



**We work with corporate partners
to become the go-to body for
charity finance professionals**



INSPIRING
FINANCIAL
LEADERSHIP



We have three aims for CFG

1.
Be the go-to
body for
charity finance

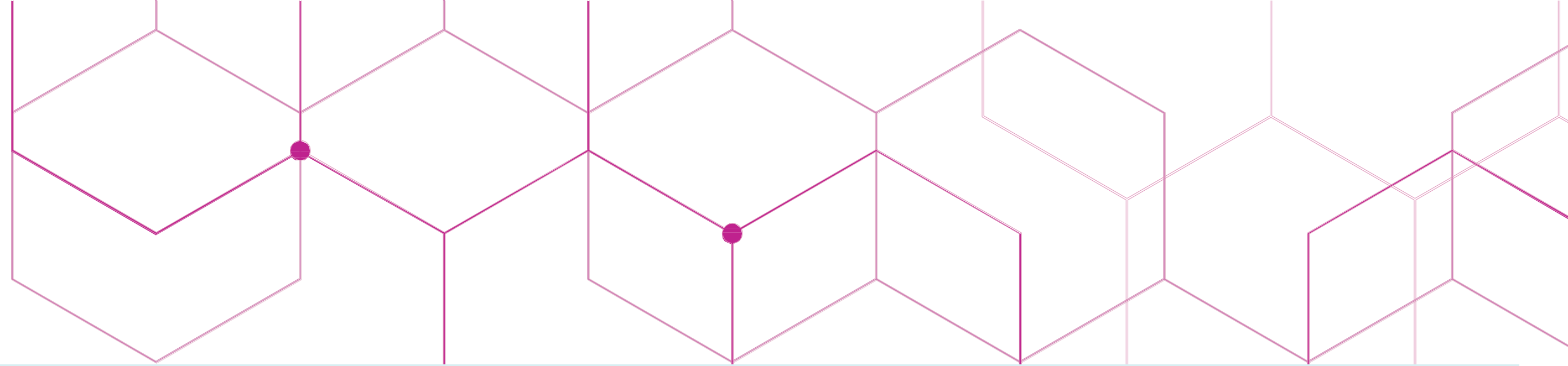
2.
Influence the
sector with our
policy work

3.
Build
communities of
finance experts
and peers





INSPIRING
FINANCIAL
LEADERSHIP



**Our community
is comprised of
two key groups**

Corporates



Charities





INSPIRING
FINANCIAL
LEADERSHIP

Why corporate organisations partner with us



Access

Membership gives you access to CFG's unrivalled network of charity leaders, positioning your company as a trusted expert

Benefit

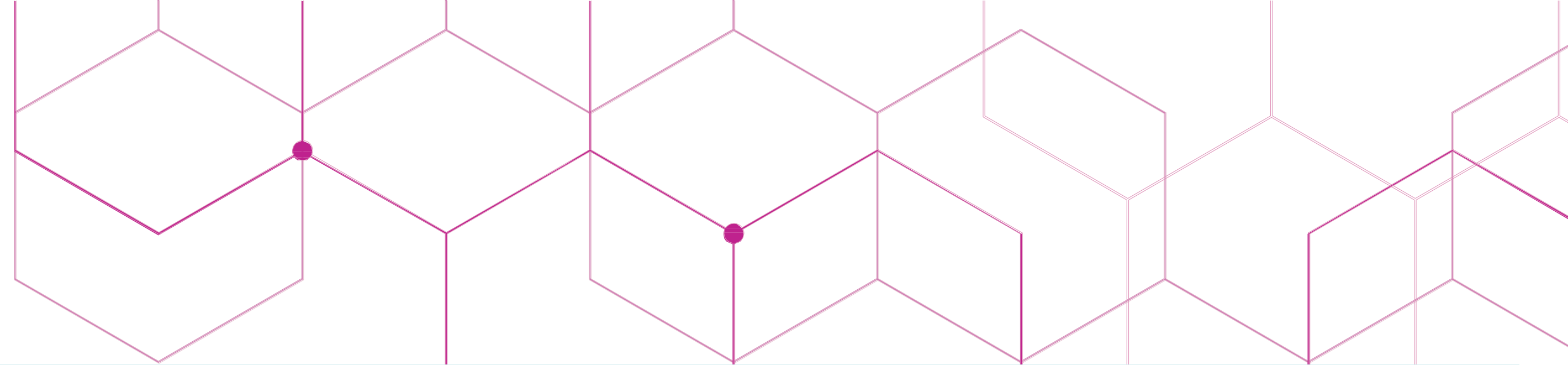
We work with 1,450+ charities and 100+ corporate members who benefit from CFG membership across a range of sectors

Connect

Our corporate members connect with charities through many channels, from speaking and exhibiting, to multi-media content and publications



INSPIRING
FINANCIAL
LEADERSHIP



Our charity members and presence:

1,500+

Charity members, managing over £20bn in funds (or one-third of the entire UK charity sector's income)

5,500+

Finance professionals across our membership base and extended network who receive our regular updates

x5

Specialist Interest Groups for large, small, overseas, art and independent museum charities, alongside our finance in grantmaking group

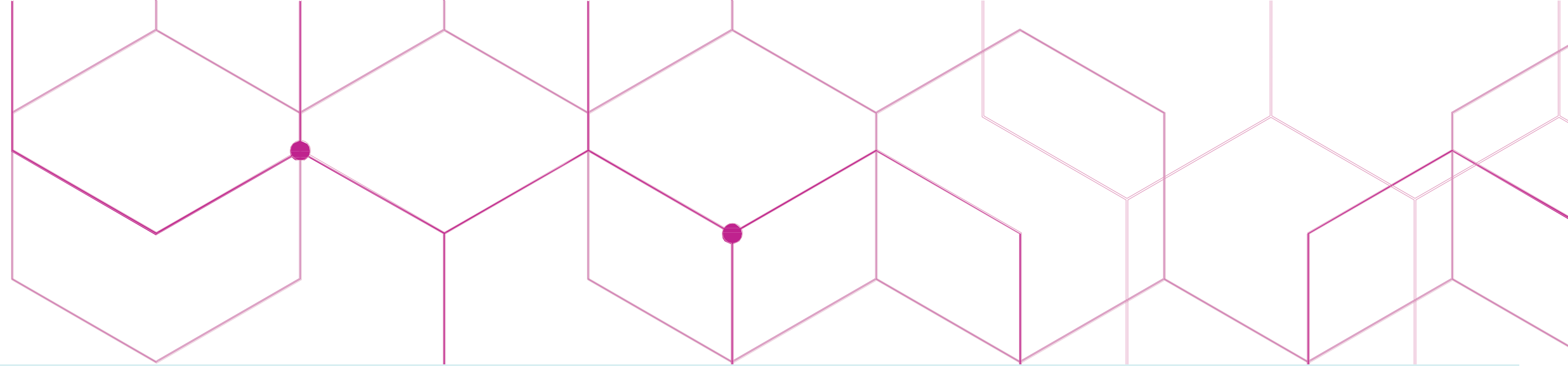
1,500+

Of our charity contacts hold a Head of Finance or Finance Director title





INSPIRING
FINANCIAL
LEADERSHIP



Our charity members and presence:

34%
Of our
members have
£1m-5m
turnover

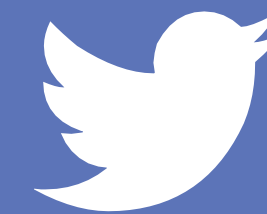


24%
Of our
members have
£10m+
turnover



in

~15,000
LinkedIn followers



11,900
Twitter followers



INSPIRING
FINANCIAL
LEADERSHIP

Our charity members: breakdown*

264

Northern charities

185

Midlands charities

222

Southwest and Welsh charities

822

London and southeast charities

+

Growing in Scotland
following successful
registration with
OSCR



*Based on location of the head office – many charity members cross these borders both within the UK and overseas



INSPIRING
FINANCIAL
LEADERSHIP

We would love to hear from you!

What kinds of charities are
your target audience?

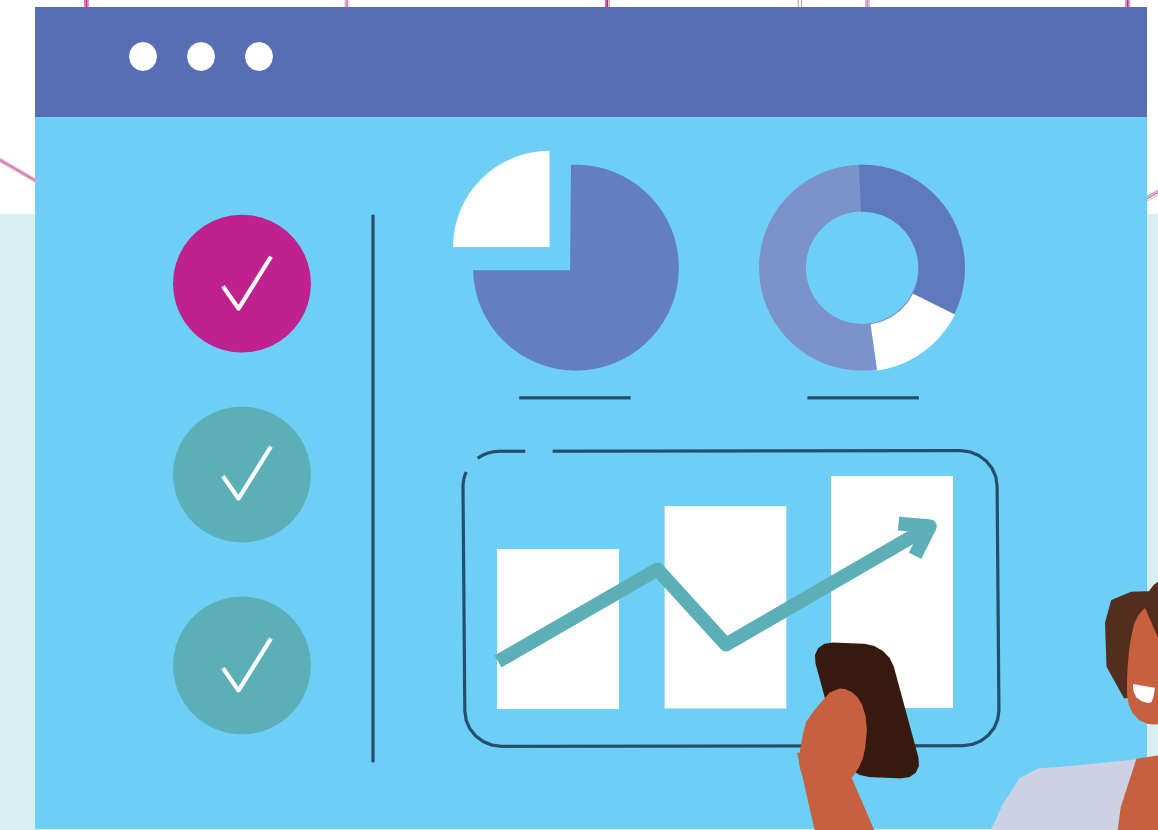
We can help to match you with
your target audiences

What services do you
offer to charities?

We can help you build your
relationships with charities

How do you like to connect
with charities?

We can tailor our approach to the
charities you want to contact





INSPIRING
FINANCIAL
LEADERSHIP

CFG can amplify your voice across the sector



Promote

Advertise

Advise

Receive

Speak

Network

Attend
events

Host
events

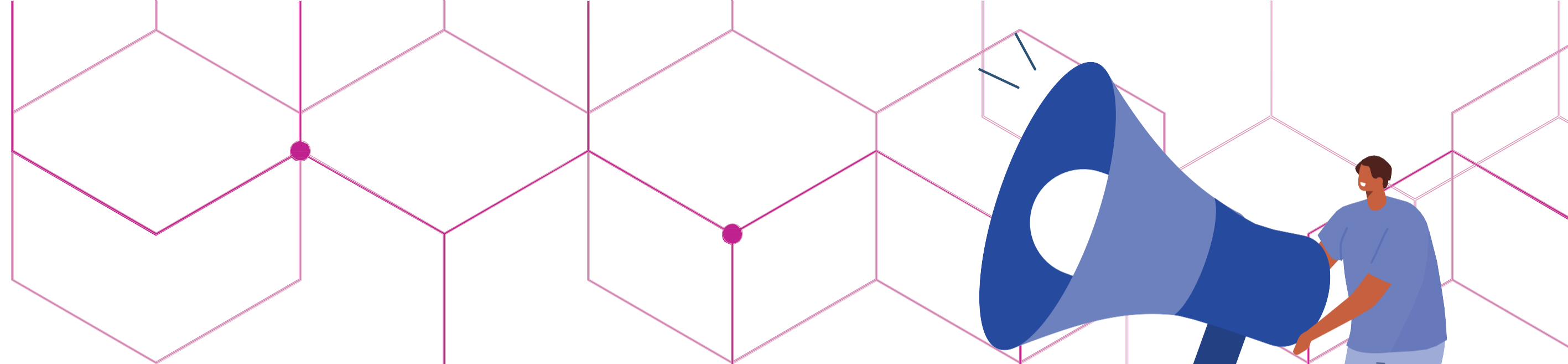
Sponsor
events

Exhibit

Our full list of benefits is detailed on our [corporate page](#)



INSPIRING
FINANCIAL
LEADERSHIP



What our corporate partners say about us...



“Crowe are delighted to partner with CFG. Its small team focuses on delivering value for members by partnering with organisations like ours to deliver events and meetings in a cost-effective way. CFG has become an essential part of the UK charity sector, being at the forefront of raising standards for financial management and reporting and advocating on behalf of its members.”

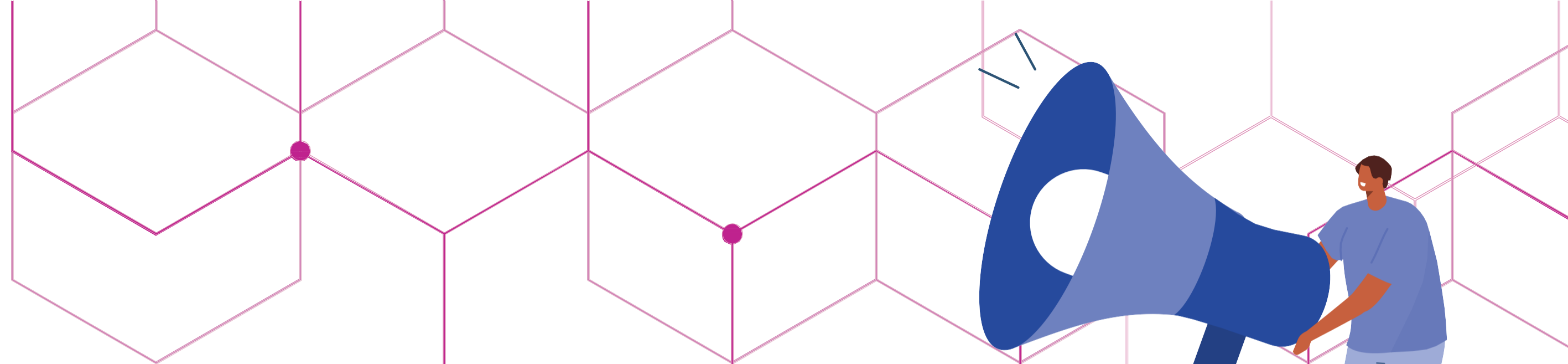
Pesh Framjee
Former Global Head of Social Purpose and Non Profits,
Crowe

“Being able to access the collective knowledge and wisdom of both members and commercial subscribers puts CFG in a unique position, with a stronger voice to influence regulators and policy makers. Our active involvement with CFG has enhanced the advice and service we are able to offer our clients.”

Charles Mesquita
Charities Director, Quilter Cheviot Investment
Management



INSPIRING
FINANCIAL
LEADERSHIP



What our corporate partners say about us...



“Sarasin & Partners are delighted to have had a long, fruitful and engaging relationship with CFG. Our mutual passion for education within the sector naturally aligned us to deliver the comprehensive programme of investment Trustee Training that has been successfully running for many years. This joint, long-term commitment has enabled us to train and nurture a generation of trustees and executives throughout the sector.”

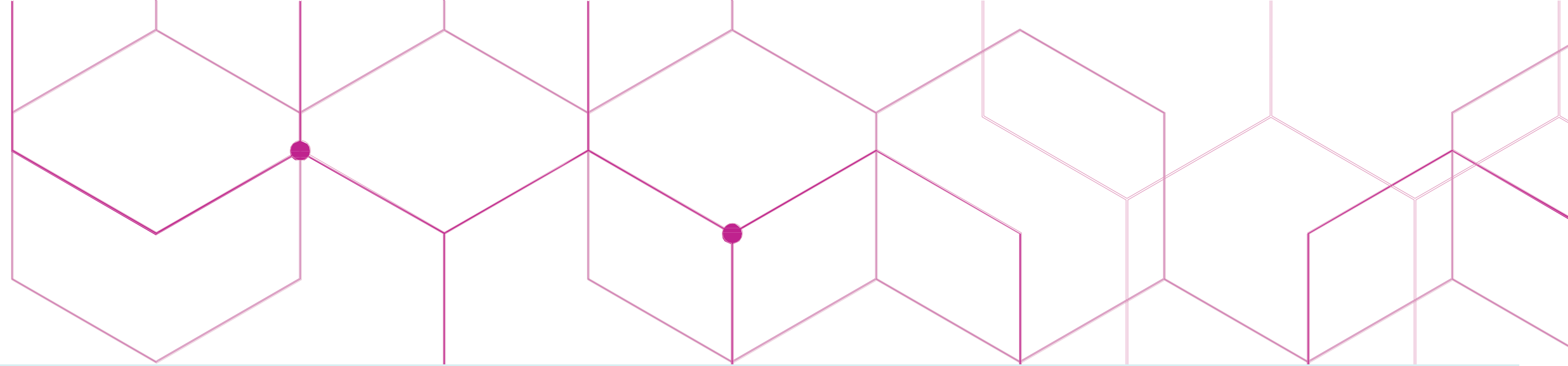
John Handford OBE
Head of Charities Marketing, Sarasin

“As an organisation, CFG delivers an excellent service to both its corporate partners and its charity members. We have been heavily involved in most of CFG’s offering ranging from speaking at their Members Meetings and their conferences, as well as running various training courses for their members. One of our main outputs has been the partnership on the Inspiring Financial Leadership Course, which provides charity finance professionals with the skills and expertise to take them to the next stage of their leadership journey.”

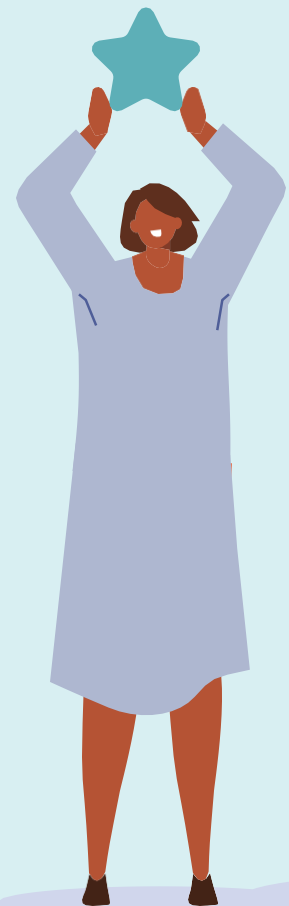
Jonathan Orchard
Partner, Sayer Vincent



INSPIRING
FINANCIAL
LEADERSHIP



Annual corporate membership pricing



Sole trader

£240
+ VAT



Corporate partner under
£1.8m turnover

£920 + VAT

Corporate partner
£1.8m or over
turnover

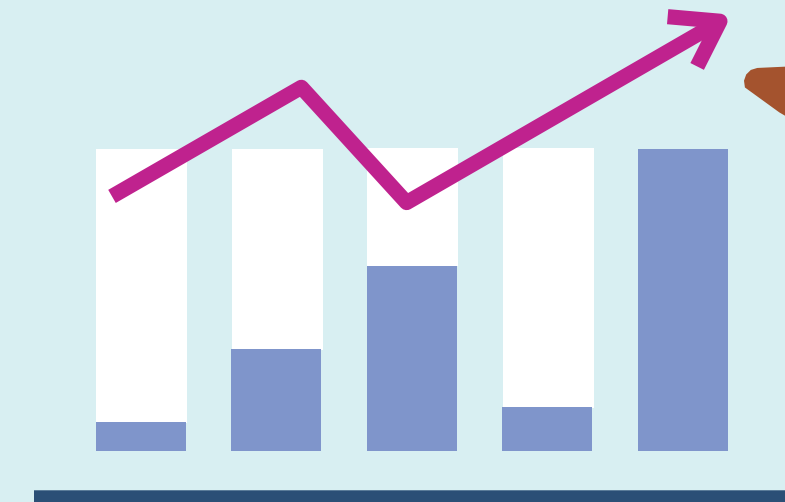
£2,195 + VAT





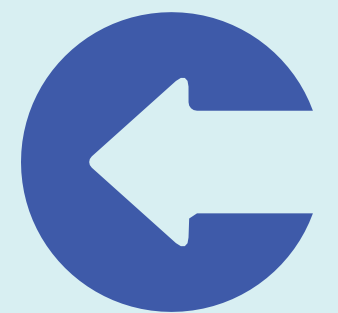
INSPIRING
FINANCIAL
LEADERSHIP

CFG can amplify your voice across the sector



Promote

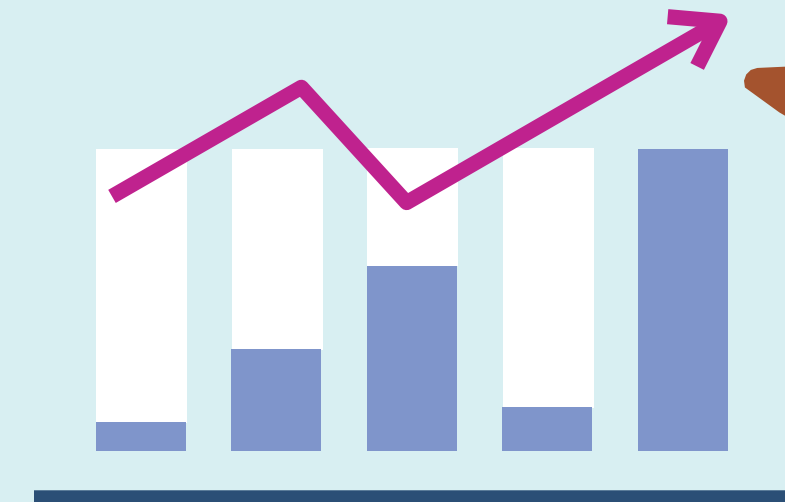
Feature on the CFG website with a corporate profile, which links to your own website. Sponsored articles, hosted on our Knowledge Hub, promote your content, resources or events whilst also allowing you to demonstrate your leadership on a specific topic.





INSPIRING
FINANCIAL
LEADERSHIP

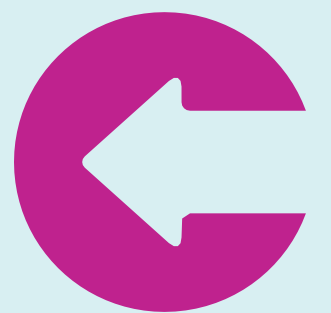
CFG can amplify your voice across the sector



Advertise

Advertise on the CFG website, with our banner and box ads, boosting your brand and visibility. Promote with member only discounted prices for sponsored newsletter content to our 5,500-strong charity finance

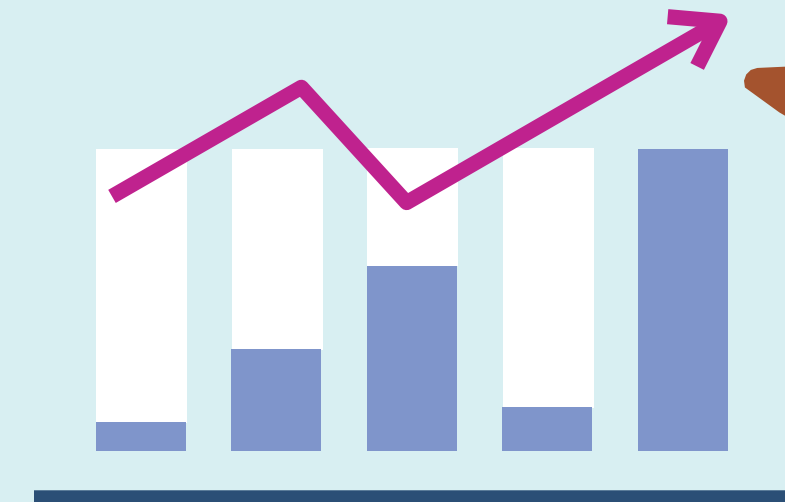
mailing lists, or tailored content packages to ensure greater visibility in content over the year.





INSPIRING
FINANCIAL
LEADERSHIP

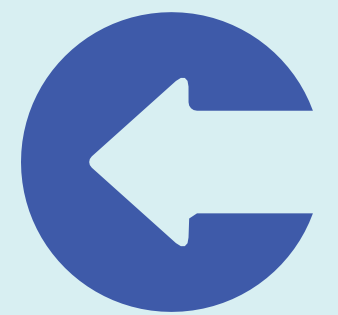
CFG can amplify your voice across the sector



Advise

Our charity members rely on our Knowledge Hub, our online library of useful resources, to stay informed on issues that matter to them. Numerous articles and reports have been donated or written by our corporate members. By offering your expertise and contributing, you are directly helping charity

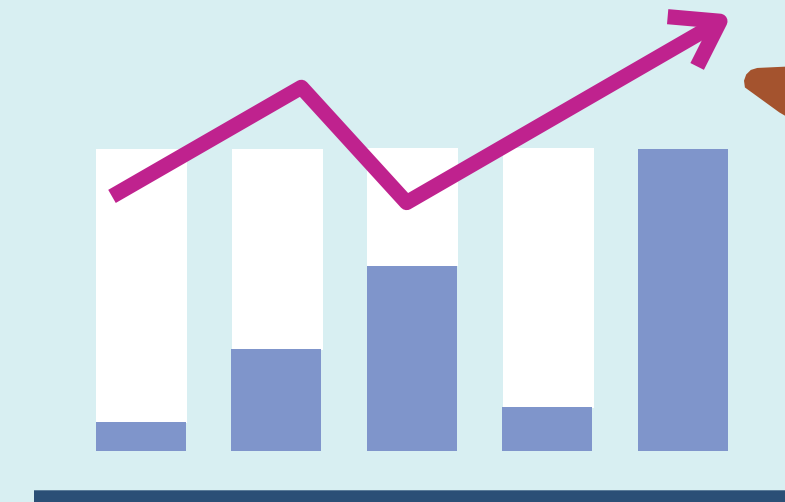
professionals improve their knowledge and services while positioning your organisation as experts. These case studies, thought-pieces, or how-to guides are produced at no additional hard-costs to yourselves. You can also sponsor CFG publications, or run a helpline for our charity members.





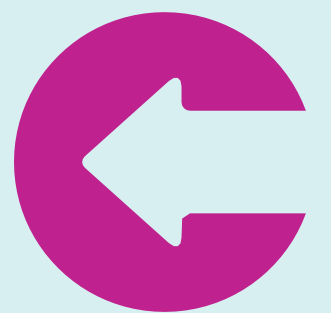
INSPIRING
FINANCIAL
LEADERSHIP

CFG can amplify your voice across the sector



Receive

All corporate members receive our corporate bulletin and newsletter, keeping you up-to-date with CFG's work on behalf of our beneficiaries, the latest opportunities, and our publications, such as our Net Zero guide, helping you to engage with the sector.





INSPIRING
FINANCIAL
LEADERSHIP

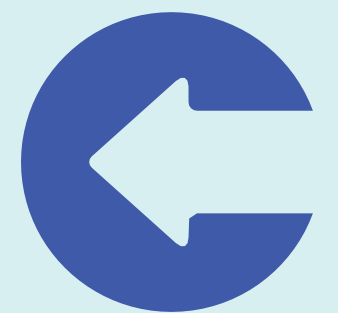
CFG can amplify your voice across the sector



Speak

CFG's events programme boasts over 100 events every year. Speaking at our events gives corporate members a fantastic opportunity to raise your profile and position your company as a leader in the field, and is a free benefit. You can also speak at an event for one of our special

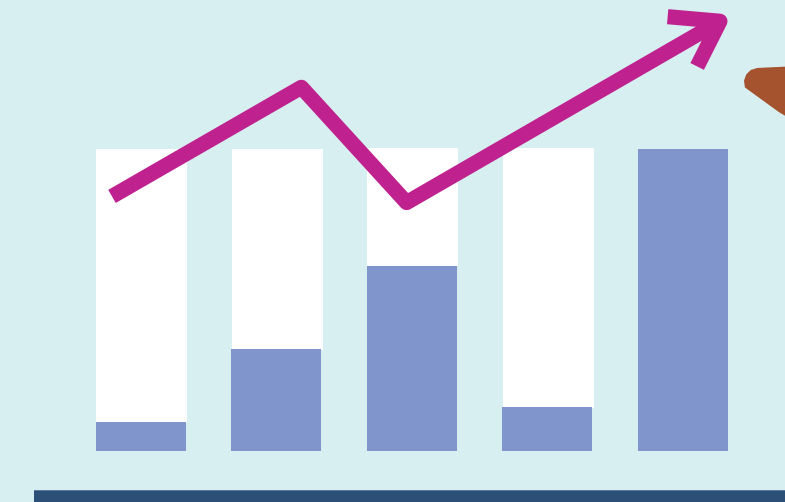
interest groups, or run a training event for CFG members.





INSPIRING
FINANCIAL
LEADERSHIP

CFG can amplify your voice across the sector



Network

Our annual fundraising dinner is our biggest networking event, hosting over 400 guests in 2022. CFG is a charity, and our dinner is a vital way for CFG to raise funds – the proceeds enable us to fund and develop our core work. It also gives you a valuable way to network with current and

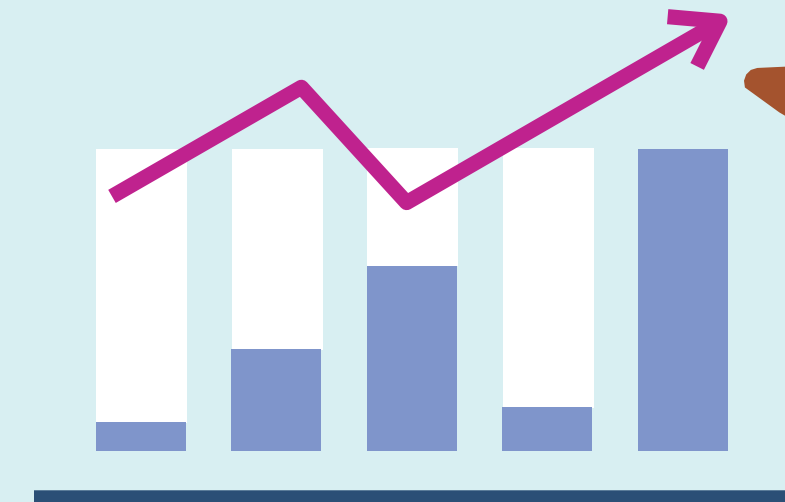
potential charity clients – many of whom will also be CFG members. Corporates can book to host tables, giving you the chance to network with your charity clients and make new contacts.





INSPIRING
FINANCIAL
LEADERSHIP

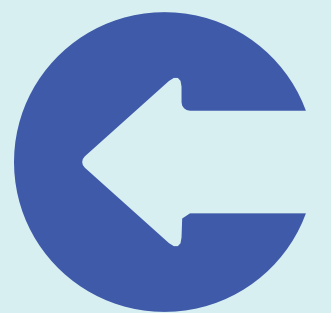
CFG can amplify your voice across the sector



Attend events

You'll find many networking opportunities by attending our members' meetings, events and conferences as a delegate. Our corporate members find these meetings and events provide a great opportunity to hear about the issues and challenges that charities are facing first-hand, helping

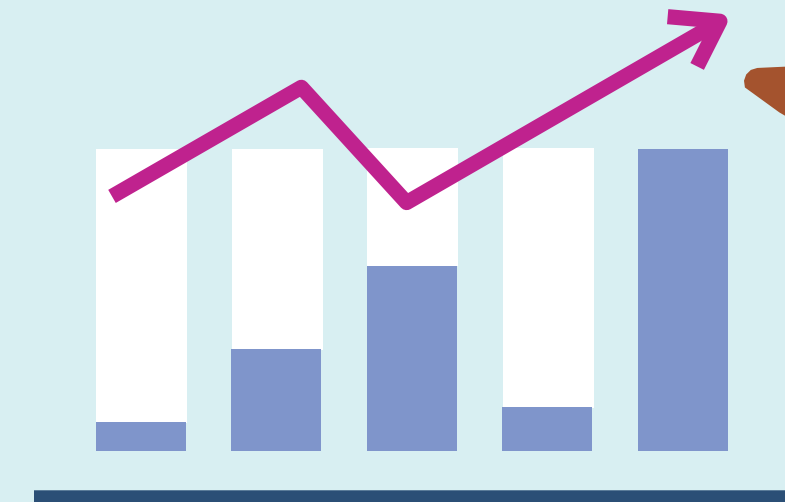
them to refine their services. Corporate partners attend our members' meetings for free, and are eligible for discounted tickets for our major conferences, such as our Annual Conference and IT conference.





INSPIRING
FINANCIAL
LEADERSHIP

CFG can amplify your voice across the sector



Host events

We are always keen to talk to members who are able to host events for us. Hosting one of our events is an excellent opportunity to raise your profile with our members at relatively little cost to you. In 2023-24, some of our larger conferences

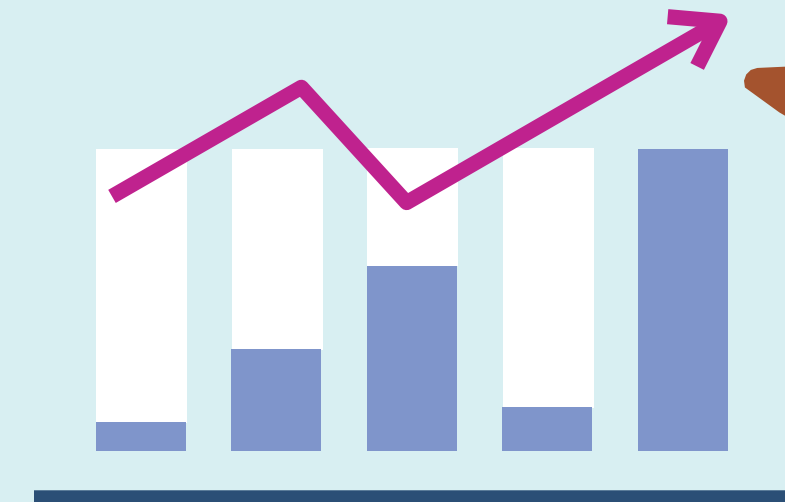
will be returning in London, and we are also keen to hold events across the rest of the country.





INSPIRING
FINANCIAL
LEADERSHIP

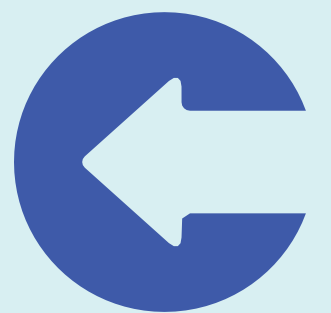
CFG can amplify your voice across the sector



Sponsor events

We seek sponsors for our major virtual and in-person conferences. Examples of these include our digital Technical Update Conference, which attracts over 120 attendees, and of course our Annual Conference which gathers over 450

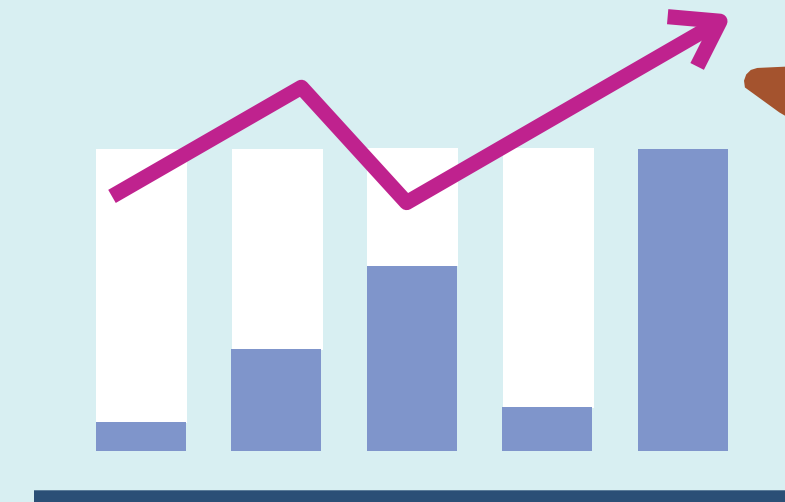
finance experts into one room. You can also sponsor webinars. For your company, it's the perfect way to show your commitment to the sector, and to raise your profile amongst our members.





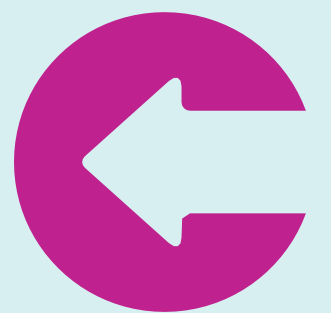
INSPIRING
FINANCIAL
LEADERSHIP

CFG can amplify your voice across the sector



Exhibit

CFG's Annual Conference in 2023 was attended by over 450 delegates and included 45 exhibition stands. Corporate members can benefit from our early booking windows. Most of our conference stands sell out during this period.





INSPIRING
FINANCIAL
LEADERSHIP

