



INSPIRING
FINANCIAL
LEADERSHIP

CORPORATE MEMBERSHIP

2021/22



**INSPIRING THE DEVELOPMENT OF
A FINANCIALLY CONFIDENT, DYNAMIC,
AND TRUSTWORTHY CHARITY SECTOR**

“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, Global Head of Non-Profits, Crowe UK



ABOUT CFG

INSPIRING A FINANCIALLY CONFIDENT, DYNAMIC AND TRUSTWORTHY CHARITY SECTOR

At Charity Finance Group (CFG), we're proud to be a thriving membership organisation. Our members are at the heart of everything we do, and their involvement and contributions help to create a dynamic and collaborative environment.

It's our aim to inspire a financially confident, dynamic and trustworthy sector. We are led by our goal to enable charities to achieve greater impact for their beneficiaries.

Charities and social change organisations turn to our membership resources, helplines and publications for essential financial know-how, and our extensive programme of events and training to improve their leadership qualities and skills.

We work closely with finance professionals and those in governance roles, but we believe better financial management also benefits a much broader audience. This is reflected through our wide-ranging work with non-finance professionals, members of the public, corporates, foundations and regulators. We work hard to influence policy makers on the issues which matter most to our members.

HOW DO CORPORATE MEMBERS FIT IN?

We couldn't do all of this without the expertise and knowledge of our corporate members, whose contributions come in many forms – from speaking or exhibiting at CFG events, writing articles and publications for our members, to offering resources in kind or sponsorship.

Our corporate members represent a variety of service areas including legal, accountancy, tax, investment, IT and many more. Each have experience and a vested interest in the charity sector.

Becoming a corporate member gives your organisation a unique opportunity to contribute to the development and growth of the charity sector. Not only that, joining our growing community gives you access to an unrivalled network of charity leaders and enables you to position your company and key individuals as trusted experts.

CORPORATE MEMBERSHIP BENEFITS

YOUR AT-A-GLANCE OVERVIEW OF ALL THE MAIN REASONS TO BECOME A CFG CORPORATE MEMBER



SPEAK

CFG's events programme boasts **over 60 events** every year, attended by **over 3,000 delegates**. Speaking at our events gives corporate members a fantastic opportunity to raise their profile and position their company as a leader in their field.

NETWORK

You'll find many **networking opportunities** at our regular members' meetings, events and conferences. 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.

HOST

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 yourself. We are currently offering virtual hosting opportunities.

SPONSOR

We run approximately fifteen conferences annually, and these often have two sponsors each. We also seek sponsorship for our digital publications. For your company, it's the perfect way to **show your commitment to the sector**, and to **raise your profile amongst our members**.

EXHIBIT

All CFG conferences include a number of exhibition stand spaces, and corporate members are given **reduced pricing and early booking windows**. Most of our conference stands sell out during this period – so it's rare for non-member organisations to be able to exhibit. We are currently offering virtual exhibition opportunities.

ADVERTISE

There are unique opportunities to advertise in our portfolio of digital publications and across our thriving social media channels. Our social media channels offer **direct access to a targeted audience of around 20,000 professionals** working in charity finance. Your communications will be presented through the CFG brand, which is respected and trusted across the charity sector.

EDITORIAL

Our portfolio of digital publications and social media channels offer many editorial opportunities to promote your company, from expert contributions and thought pieces in *Finance Focus*, to providing content for our blog. **Finance Focus is read by over 2,000 people** in the charity sector every month, and our blog has an average of **600 visitors** per month.

PROMOTE

Get a **dedicated profile page on the CFG website** linking back to your own site. Our members regularly use our directory as a source to search for reputable companies.

ADVISE

Our charity members rely on our online library of useful resources to stay informed on issues that matter to them and many articles and reports have been donated by professional advisors. By offering your expertise and contributing to our document library you are directly helping charity professionals improve their knowledge and services.

RECEIVE

All corporate members receive copies of *Finance Focus* and any of our new digital publications such as *The CFG Guide to Gift Aid*. Together, these help **keep members up-to-date with the most relevant best practice and sector news**.

OUR CHARITY MEMBERS...

YOUR PATHWAY TO GET CONNECTED TO THE UK'S LEADING CHARITIES

1,500



CHARITY MEMBERS
MANAGE OVER

£22bn

(which represents almost one third of the sector's income).



3,010



CHARITY PROFESSIONALS
attend our events

OVER
1,600

EVENT ATTENDEES
& FINANCE
PROFESSIONALS
receive our updates



6

SPECIAL INTEREST GROUPS (SIGs)



for members with a particular interest in grant-making organisations, overseas charities and large charities to share knowledge and ideas.

IN NUMBERS

NORTHERN

223

“We have been a member of CFG for many years and it is a great platform to share knowledge and experience directly with a wide range of charities. The e-newsletters give valuable insights into topical issues and we also support CFG’s social media activities.”

Arthur J Gallagher

MIDLANDS

188

218

SOUTH WEST & WALES

LONDON

822

BY LOCATION

*All stats taken from CFG's 2019-20 Trustees' Annual Report

EVENTS, TRAINING & CONFERENCES

UNIQUE OPPORTUNITIES TO RAISE YOUR COMPANY'S PROFILE

Our strong annual programme of over 60 events, conferences and training sessions is a core attraction for our charity members – and they also offer many benefits for our corporate members. Our 2020 events were hosted virtually with a great deal of success, and our 2021 programme will take place on the same basis with an event platform to help maximise access and connection for our members.



HOW YOU CAN BENEFIT FROM OUR EVENTS PROGRAMME

ATTEND MEMBERS' MEETINGS

Anyone in your organisation can attend members' meetings for free.

NETWORK WITH OUR CHARITY MEMBERS

At our events we allow plenty of time for networking, allowing you to grow your contacts and talk to voluntary sector professionals. Our virtual networking opportunities include business card sharing and online meeting and messaging through our event app.

REDUCED PRICING AND EARLY BOOKING WINDOWS

Save money on exhibiting and attending events compared to non-members.

SPEAKING OPPORTUNITIES AT OUR EVENTS, TRAINING AND CONFERENCES

A fantastic opportunity to demonstrate your credentials, raise your profile and position your organisation as a leader in its field.

EXHIBIT AT EVENTS

Another chance to put your brand in front of our members in a virtual space that is relevant. Corporate members are given an exclusive two-week window to book an exhibition stand, costing between £1,000 – £2,500. All events are being hosted virtually until further notice, with virtual exhibition options including clinics, 15 minute sponsored sessions and more.

SPONSOR ONE OF OUR CONFERENCES OR PUBLICATIONS

A great way to promote your company and positioning yourselves as thought leaders, while also supporting CFG's work. This includes pre and post event coverage with co-branding for the entire event as well as exhibition space and content sent directly to delegates on your behalf. Prices range from £3,000 – £15,000.

“The Annual Conference has been very thought-provoking and has gone incredibly well, especially given that it has been virtual. Well done on all of the hard work – an excellent conference in exceptional circumstances.”

Glenn Baker PhD, Charles Stanley, exhibitor at Annual Conference 2020

ANNUAL CONFERENCE

Our Annual Conference is the must-attend charity finance event of the year, and, with an average attendance of around 500 people, is the biggest gathering of charity finance professionals in the UK.

The Conference offers up to five streams of presentations and workshops, each with a different focus, and a wide range of options for exhibiting and sponsorship.

In 2020 we hosted our Annual Conference across five days, with around 400 delegates. We hosted a virtual exhibition space and our corporate members delivered 15 minute presentations on chosen topics.

TECHNICAL CONFERENCES

We run up to fifteen conferences every year, forming the basis of our events programme and giving members the chance to network with peers and learn from sector experts.

Conference topics include Gift Aid, VAT, IT, risk and more. We also run sector-specific conferences each year.

MEMBERS' MEETINGS

Anyone in your organisation can attend our monthly members' meetings online for free.

These are all hosted online and we offer digital sponsorship. It remains free for our corporate members to participate in speaking opportunities, and invitations will be offered to you.

We also encourage our corporate members to attend to optimise networking opportunities. We regularly receive attendance of around 50 charity and non-profit members.

FUNDRAISING EVENTS

In 2020, we created a new format event for fundraising, with an online quiz and entertainment from one of our corporate sponsors. Planning for our 2021 event will assume virtual hosting. We are always interested in discussing ideas and different hosting options with our corporate members.

SPECIAL INTEREST GROUPS

Our Special Interest Groups (SIGs) allow members in particular sub-sectors – including the arts, international charities headquartered in the UK, finance in grantmaking, large charities – to share knowledge and ideas.

The groups meet at dedicated events and discuss the issues they're facing with peers, offering exclusive opportunities for face-to-face networking and presentations from speakers within our corporate network.

TRAINING & SEMINARS

Our extensive programme of training days and seminars provides members with the opportunity to expand their knowledge and stay abreast of topical issues.

We cover a variety of topics including: the fundamentals of charity finance, investment, finance for non-finance managers, HR, Gift Aid and tax.

Existing or new training programmes options are available to discuss under corporate membership.

WHAT OUR MEMBERS SAY ABOUT US

“Grant Thornton have been active members of CFG for many years, during which we have been involved with their Annual Conference, their Annual Dinner and their regional events. We are regular headline sponsors of their Annual Conference which has grown from strength to strength with each year. It gives corporate speakers and exhibitors a great pool of delegates to discuss sector-related issues with. All in all, CFG membership is a great way of putting your organisation's name at the forefront of the charity sector.”

Grant Thornton UK LLP

“CFG has provided us with numerous opportunities to demonstrate our expertise and commitment to charities. Connecting our organisation with charity leaders from across the sector, giving us a platform to share our knowledge and expertise with a wider audience, creating opportunities for us to meet with and discuss what the major practical issues are for charities working today.”

**Nick Misquitta,
Senior Business Development
Manager, Bates Wells**

“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**



OUR PUBLICATIONS

**FIND OUT HOW YOU CAN FEATURE
ACROSS OUR PORTFOLIO OF
DIGITAL PUBLICATIONS**



FINANCE FOCUS

Our monthly magazine for CFG members provides up-to-date information and news of relevance to charity finance professionals.

This magazine is sent to our 1,500 charity members and over 2,000 digital copies are sent. As a corporate member, you will also receive a monthly copy.

THE PINK BOOK

We have exciting plans in 2021 to launch our annual handbook as a fully digital 'Knowledge Hub' on our website, so that more charities than ever can access the latest best practice in charity finance.

Once again, we'll be inviting our corporate members to contribute their thought leadership, as well as promote their services and expertise.

PRACTICAL GUIDES

We also produce a number of guides in partnership with our corporate member community.

Recent publications include: *General Data Protection Regulation: A guide for charities*; *Navigating the Pensions Maze*; *Apprenticeship Levy Guide*; *Essential Charity Finance for Trustees* and *Rethinking Risk – Beyond the Tick Box*.

HOW CAN YOU FEATURE IN OUR PUBLICATIONS?

BE A CONTRIBUTOR

Provide content for *Finance Focus*, the CFG blog or *The Pink Book*, included at no additional cost within your membership. We're keen to hear your ideas for features, white papers or thought pieces and encourage you to suggest any topics within your areas of expertise.

OFFER YOUR EXPERTISE

Our charity members rely on our online library of useful resources and our expert helplines to stay informed on issues that matter to them. It wouldn't be possible to provide these without input and support from our corporate members, so by offering your expertise you are directly helping charity professionals improve their knowledge and services.

ADVERTISE IN OUR PUBLICATIONS OR SOCIAL MEDIA

Access our engaged combined social media community of 20,000 people – a great way for corporate members to communicate directly with charity finance professionals.

HAVE A DEDICATED PROFILE PAGE

Feature on the CFG website, with a link to your own site. Our members regularly use our directory as a source of reputable companies.

SPONSORSHIP OF OUR PUBLICATIONS

We offer sponsorship packages within our different publications and we are always open to ideas for new topics and happy to co-produce content where appropriate.

CORPORATE MEMBERSHIP

OUR DIGITAL PRESENCE AT-A-GLANCE

YEAR 2019/20

10,700



TWITTER
FOLLOWERS

OUR WEBSITE RECEIVES:

273,181

PAGE VIEWS

13k



FOLLOWERS
on LinkedIn

17

WEBINARS

847

LIVE
ATTENDEES

320

REPLAY
ATTENDEES

211,658

UNIQUE PAGE VIEWS

SPONSORED CONTENT



A NEW WAY TO SHARE YOUR EXPERTISE, RAISE YOUR PROFILE AND CONNECT WITH OUR CHARITY AND NON-PROFIT MEMBERS THIS YEAR.

We understand how important it is to be able to reach out to potential and existing clients to share expertise and insights. As the world now relies even more on making connections and building relationships through more channels, we've taken a fresh look at how we connect and introduce our members online.

Our sponsored content package, tailored for our corporate members, puts your organisation at the heart of our digital community. Our corporate members are already realising the benefits of investing in thought leadership and expert content that is shared right across our network.

Following feedback from our valued member community, CFG is enhancing our digital offering to our corporate member and non-member audiences.

We have developed new sponsored content options to support this aim. Producing paid-for content with us will enable our corporate members to access our vast membership base, and give more freedom over what content is produced. CFG can also recommend topics that our non-profit members are talking about to help ensure our corporate member offering is as relevant and successful as possible.

CFG's fortnightly newsletter includes an update from our policy team on issues relevant to our charity members, insights from our membership team, key events and training in the CFG calendar, and sponsored content from our corporate member community.

It has a readership of more than 1,000 CFG charity members and 1,000 non-members, as well as an additional 200+ corporate members. Sponsored content in our fortnightly newsletter provides you with the option to direct traffic to your own website, or blog content hosted by CFG.

Availability is limited to one slot each month per member with two slots available in each newsletter, so we can ensure balance and relevance to our charity member audience.

We provide analytics a week after your content has been published to support your evaluation.

MEMBERSHIP & PRICING

CORPORATE MEMBERSHIP

THE COST OF BECOMING A CORPORATE MEMBER AND HOW TO APPLY

It's important that our members can demonstrate significant knowledge and experience of the charity sector so if you're interested in becoming a corporate member, we ask you to fill out an application form. We then review all applications before membership is completed, helping to ensure that our corporate members remain valuable and relevant to our charity members.

WHAT YOU NEED TO KNOW ABOUT CORPORATE MEMBERSHIP

Our membership period runs for 12 months.

One named individual from your company holds the membership for the organisation and will receive a copy of *Finance Focus* magazine.

Additional staff members can receive email updates and can book events at the CFG member rate, attending member meetings and events.

If individuals from regional locations would like to attend regional meetings, regional memberships can be created.

CORPORATE MEMBERSHIP PRICING

Annual Subscription Fee Turnover > £1.8m	£1,895 +VAT
Annual Subscription Fee Turnover < £1.8m	£795 +VAT
Sponsored Content Member Pricing	£750 +VAT
Sponsored Content Non-Member Pricing	£1,000 +VAT

HOW TO APPLY

We would love to hear from you. Contact our team to find out more about becoming part of our community.
corporate@cfg.org.uk

Charity Finance Group (CFG)

15–18 White Lion Street
London N1 9PG

info@cfg.org.uk

www.cfg.org.uk

Registered charity no. 1054914

Company no. 3182826