

# Somerset Wildlife Trust

## Corporate Support



**Every business needs to  
make nature its business**





# Investing in nature is investing in your future business

**An environmentally healthy county supports a healthy bottom line – which in turn ensures that Somerset continues to be a desirable place to live, work and visit.**

Somerset's natural environment and its iconic landscapes are fundamental to the county's economic health and for the growth of its business communities. Whatever the size of your business, the county's natural capital contributes to your success, the health and wellbeing of your employees and the communities in which they live.

**Invest in nature because it needs your protection more than ever**

*Businesses are not just at the heart of local environment issues. They have a vital contribution to make in bringing about the national and global change needed to secure a healthy environment for people and wildlife in the future.*

Businesses drive the consumption of resources and the use of raw materials. They also play a key role in influencing the products and services that people buy, methods of production and are key influencers in the community as employers, producers and suppliers. **The way you operate makes a real difference.**

**Work with us to bring about positive change for Somerset**

Somerset Wildlife Trust is the country's largest conservation charity. We've been caring for Somerset's most valuable landscapes and wildlife for over 50 years. Much of our work is only possible through the support of our members and supporters who live and work locally and who choose to make donations or fundraise for us – alongside the businesses who share our environmental values and support us. But we need to do more, and faster.

**What would becoming a corporate supporter mean to you?**

Many business leaders today understand that social responsibility enhances corporate reputation, and have already formulated an environmental strategy for their company. A strong, visible commitment to conservation helps companies to attract and motivate good employees. Investment in the local environment also brings commercial benefits such as brand trust, enhanced stakeholder engagement as well as public recognition for direct impact in the community.

Whether you want to boost an existing **corporate responsibility** programme, meet **community engagement** targets, improve **employee health, wellbeing and motivation**, or enhance your environmental sustainability credentials, we offer a variety of opportunities, through Corporate Membership or through a more bespoke Partnership. Join us and be part of a countywide network of organisations and people standing up for nature.



# Become a Corporate Member

£500 + VAT per year



## Key benefits

- Framed Corporate Membership certificate (Additional frames can be supplied for multiple offices for a small additional charge).
- A one year subscription to *Somerset Wildlife* magazine (2 print issues per year).
- 10% discount on advertising in *Somerset Wildlife* (readership of over 20,000).
- Subscription to 'Working for Wildlife' – a digital newsletter that covers specific corporate news and activities, alongside other Trust news from across the county (2 issues per year).
- Inclusion of your logo and hotlink from our website to yours to drive visitors to your site.
- Recognition of your support in our Annual Report and Accounts.
- Permission to use the Somerset Wildlife Trust corporate member logo on your website and CSR report (use on any other collateral to be agreed in advance).
- A 'joining' press release to generate media coverage which will also be extended to all our Digital media channels (monthly E-News (circ. 15,000) Facebook (nearly 10,000 followers) Twitter (over 16,000 followers)).

## Value added opportunities

- Membership brings access to our to our experienced and energetic corporate fundraising team who can help you organise a range of activities to empower your staff to give in support of Somerset's environment – whether that's organising a bake sale, a fun run or quiz nights or an adrenalin challenge for those more fearless.
- Have you got a 'Charity of the Year' scheme? We would welcome the opportunity to be nominated as your chosen charity. Historically environmental charities haven't made it onto people's short-lists – it's time to change that to help our local landscapes and wildlife. We can work with your team to help you really make a difference.
- Payroll giving is a popular scheme whereby your employees can give a regular donation to help local wildlife. Small donations make a huge difference so if you don't currently have a payroll giving scheme, please think about speaking to us about setting one up to raise vital funds to support our work.

Corporate Members can upgrade to being a Corporate Partner at any time.

*“There is a strong link between our contribution to a sustainable built environment and the Trust's agenda to maintain the health of the natural environment. We are aligned in our desire to help our landscapes, habitats and wildlife to thrive, and believe we can all play a small part in helping this become a reality in Somerset.”*

**Melhuish & Saunders**

# Become a Corporate Partner

Bespoke packages



We are able to create bespoke programmes for each Corporate Partner of the Trust. We will work with you to meet your specific objectives.

- **Team volunteering day** Our team volunteering days are a unique combination that effectively; brings together often geographically diverse staff out of their working environment to enhance their internal social networks; reduce the levels of stress in the workplace and enhance general health and wellbeing of staff which increases performance and can improve sickness and absenteeism; and for us, delivers tangible and visible benefits to our long term conservation efforts in a particular landscape or community – which, if local to your business, can be revisited and enjoyed after the day has been completed. (Minimum number 10 attendees).
- **Awayday** A guided walk at a Somerset Wildlife Trust nature reserve for 8–10 employees, a ‘behind the scenes’ tour with a wildlife/reserve expert. This can be for your own staff or for a group of customers.
- **Wild lunchbreak** An informal boardroom style lunchtime talk by a Somerset Wildlife Trust representative about our work and the county’s natural environment. Engage your staff with the green spaces and wildlife near their work or in their communities – an easy way to step away from your desk and take a break.
- **Wild office** Would you like to make your workplace more wildlife-friendly? Is there some green space on your office grounds that could be a mini-meadow, or does it have room for nest boxes? Let us help you bring a bit of ‘wild’ to your workplace.

- **Wild walk** Encouraging your staff to re-energise and recharge means they will be more productive. If you have a green space on your doorstep, let us create a short Wild Walk so your staff can take in some wildlife and get to know their local area. Check out the Wild Walks we have created already on our website.
- **Event sponsorship** Somerset Wildlife Trust run an enormous variety of events across the whole county. Show your commitment visually and share common audiences by sponsoring one of our events. It’s great for engaging with your local communities and raising brand awareness.
- **Print sponsorship** A chance to show your commitment visually by sponsoring a variety of print and interpretation materials for our events, nature reserves and other print communications.

We work with Corporate Partners in many other ways too, including commission-based sales and affiliate marketing, so please do get in touch so we can put together a Partnership that is right for your organisation.

As a Somerset Wildlife Trust Corporate Partner, you receive all of the benefits of being a Corporate Member, and choose at least one other corporate activity from the list above (each costed separately).

**Whether you choose to be a corporate member or partner, your contribution will make a difference.**

“*We may be part of a big nationwide chain, but we’re also a local business and part of a brilliant community of people that are really passionate about wildlife and preserving the amazing landscapes and wildlife at a time the environment needs us the most.*”

**Holiday Inn Express**





# Somerset Wildlife Trust

[www.somersetwildlife.org](http://www.somersetwildlife.org)

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