Corporate Charity Support

Providing support to a national charity through corporate social responsibility initiatives

Ichthyosis Support Group
People who care about ichthyosis
Awards

The Ichthyosis Support Group are proud to have achieved the following awards:

The National Lottery Awards are an annual search to find the UK’s favourite lottery funded projects. The Ichthyosis Support Group won the category of ‘Best Health Project’ in 2013.

‘Team Of The Year 2014’ was awarded after attending the BDNG’s 3-day conference talking to dermatologists, registrars, dermatology nurses and others about ichthyosis, living with ichthyosis and the work and goals of the ISG.

The ISG booklet, *Ichthyosis: My Story* was Commended.
About the ISG

The ISG is a user-led charity that aims to preserve and protect the health of people affected by ichthyosis; to ensure that health professionals and the general public are better informed about the condition and its impact on sufferers and their families; to support improvements in the diagnosis and management of the condition.

Ichthyosis is a rare genetic skin condition that can be painful, debilitating and life-threatening in extreme cases. The rarity of the more severe forms of ichthyosis means that many health professionals are ill-equipped to deal with sufferers often leading to a lack of diagnosis or poor condition management information.

For the sufferers themselves, and their families, the lack of accessible information produced by a trusted and informed source means that they can struggle to cope with both the physical and emotional impact.

Ichthyosis has a huge impact on a person’s quality of life, its rarity means that sufferers can spend a lifetime without ever meeting or speaking to someone else with the condition and health professionals may only ever see one case during their career. Founded by sufferers and their family members, the ISG aims to provide sufferers with emotional and practical support to help them cope with the problems they face and to make sure that they don’t feel so alone or isolated. At the same time, the ISG strive to raise awareness of the condition with health professionals to ensure early and accurate diagnosis and appropriate referral to specialists for treatment and the ISG for support.

Make a difference with us

The Ichthyosis Support Group (ISG) is delighted to introduce you to its Corporate Social Responsibility (CSR) Strategy for the business community.

Our strategy is to engage with businesses who may wish to introduce or develop their own CRS strategy and are committed to extend their support in the community. We plan to build on this foundation and will look to roll it out across the UK over time.

To this end, the ISG can support by engaging staff in fundraising activities, providing volunteering opportunities and many other initiatives that will help create an effective and cohesive CSR strategy.

Corporate partnerships are vital to small voluntary organisations such as the ISG. Ultimately, it is our aim to work with businesses across the UK to create mutually beneficial sustainable partnerships that can help the ISG to deliver real change to sufferers, their families and carers who live on a daily basis with distressing debilitating skin conditions.
Why choose the Ichthyosis Support Group?

Working with the ISG gives you the opportunity to directly support and inspire sufferers in your area/region and empower them with the confidence, ability and ambition to succeed.

We want to explore the different ways we can work together to find a partnership that works for everyone.

Choose the option which is right for your business

Option 1 – Corporate Support
Option 2 – Corporate Partnerships

The aim is to develop a network of national and local businesses that support us, providing financial support and corporate donations through to customer engagement and employee fundraising.
Corporate Support

We need financial support to help support ichthyosis research programmes.

The ISG is proud to receive financial support from a variety of sources, including the general public and Pharmaceutical companies. We do however recognise that we need to encourage and develop a much closer engagement with the corporate sector and with that in mind we implore you to support our aims.

This really can be a win-win scenario...

How can my business support the ISG?

There are many ways you can join us in our mission. By providing us with essential financial support along with employee volunteers and technical expertise you will be making a significant impact on communities right across the country.

Corporate donations

Many companies choose to make a straightforward donation. We will work closely with our partners and offer evaluation and reports so you know exactly how your funds are helping to provide a positive impact on the lives of ichthyosis sufferers across the country.
Customer engagement and commercial partnerships

A sponsorship or cause related marketing campaign with the ISG can deliver commercial benefits to your organisation as well as raise vital funds to help support ichthyosis sufferers and research programmes. We can work with you to create opportunities to engage your customers in a campaign and communicate your principles as a good corporate citizen.

Employee fundraising

The ISG can work with you to plan fun and engaging employee programmes to suit any business. We will ensure your staff are at the frontline of our work and we have a variety of volunteering opportunities for employees to engage in. Whether its bike rides, book sales, head shaves or hikes, staff fundraising is fun, simple and sociable. By supporting your staff’s fundraising efforts your company will build motivated and engaged teams and develop their personal and professional skills.

Workplace Giving

Staff can give a donation to ISG on a regular basis (usually monthly) through the payroll. This provides us with a consistent supply of funds.

Employees can also donate to us via Payroll Giving, which is a simple, tax-efficient scheme which allows employees to donate to any UK registered charity of their choice directly from their salary, or occupational pension, before tax. Making a donation through Payroll Giving costs less because it’s tax free so a monthly gift of £10 could cost as little as £6 (based on a higher-rate tax payer). While it costs the donor less, the ISG receives your gift with the tax included.

Sponsorship

Our sponsorship opportunities can help generate positive brand awareness through sponsorship. Our sponsorship opportunities are a great way of connecting with target audiences while demonstrating good corporate citizenship.

Staff engagement

Research has shown that engaging staff through volunteering and fundraising activities can increase staff enthusiasm, motivation and engagement, resulting in higher productivity and staff retention whilst also increasing personal and professional skills. In addition it can boost staff morale, especially knowing that raised funds and donations can provide much needed support to a great cause/individuals and families living with a rare genetic skin condition.

Volunteering

As an ISG supporter your company would be able to get involved in our team volunteering days. These are fantastic opportunities for your employees to get directly involved in our work, helping us to care for ichthyosis sufferers/those living with ichthyosis in your local community.

To become a corporate supporter of the ISG and join us in our ambition to make a lasting change please contact:

corporate@ichthyosis.org.uk
or 0845 602 9202
Corporate Partnerships

Consider partnering your company with a highly regarded national charity. We will ensure a corporate partnership with ISG is engaging, motivating and fun for all involved. Through partnering with ISG you will help support ichthyosis sufferers while at the same time meeting your own Corporate Social Responsibility objectives. Our partnerships are always mutually beneficial and we have a lot of diverse opportunities to offer.

Raising your company profile

A true corporate partnership creates openings for each party to build joint business opportunities. Through the opportunities listed below, a partnership with the ISG does just that.

- **Brand association**
  When you partner with the ISG, you are linking with the UK’s only registered charity for ichthyosis sufferers. We understand what makes a powerful brand, and we know how to match our brand values with yours.

- **PR opportunities**
  Involvement with a charity can create some great PR and marketing opportunities. Every time your employees take part in fundraising activities, there is a story to be told.

  We can assist in the promotion of the partnership through the media, national television and radio stations, together with national and regional press.

We could see the money spent was actually helping people.
Social media expertise
Our Facebook community is growing strong, whilst ISG’s Twitter account has many active followers.

We have an extensive social media reach, with passionate and engaged supporters who share our values. This makes ISG an effective choice when it comes to raising your online profile, or adding a social media marketing element to an existing campaign.

Corporate sponsorship opportunities
By sponsoring an ISG fundraising event, you can show your existing customers and clients – and the wider UK public – your company’s dedication to helping ichthyosis sufferers and the research programmes. Your sponsorship will be promoted across our social media network and website, linking your brand to the ISG’s as the UK’s well-known and trusted charity for ichthyosis sufferers.

"To see children happy and smiling and the parents united is wonderful."
Working together

How will the ISG support me/my business?

We offer the opportunity to fund specific projects which will meet and exceed your CSR objectives. Our business supporters will benefit in many ways – from motivational and professional development rewards of employee volunteering to demonstrate their commitment to measurable and effective CSR outcomes. Further examples are detailed below.

What you’ll receive from us

- Commitment to working with you in the most beneficial way possible to create a successful partnership.
- Fundraising advice to assist you in any way required.
- Assistance with press coverage to recognise the good work you are doing in local communities and coverage in our own magazine, newsletters and website.
- Fundraising materials, including collecting tins, buckets, leaflets, T-shirts, stickers, posters, balloons.
- Various volunteering opportunities for staff, which can help with team-building and morale, such as events, sponsored challenges, and community initiatives.

The ISG will work with you to:

- Create a partnership that is tailored to meet your Corporate Social Responsibility objectives.
- Arrange visits to ISG programmes to meet and engage with the sufferers that your funding is supporting.
- Report on the impact of your funding.
- Extend invitations to unique ISG events.
- Acknowledge your support, including media coverage.

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We are extremely proud of the ever-growing list of followers that back our work.

We are continually looking to develop relationships with companies and institutions, large or small, national or regional. We would like to say a huge thank you to all of our current supporters and partners for their fantastic support. Here's what some of them say...

**Our Supporters**

**Clinisupplies Ltd** has been supporting the Ichthyosis Support Group (ISG) for over two years and has greatly contributed to increasing the awareness about the condition and remains committed to improving people’s lives through innovative healthcare solutions. Clinisupplies is proud to work and support such an inspiring organisation and we look forward to continue working together to provide better future for people suffering from ichthyosis.

**Galderma**

Here at Galderma UK, we have supported the work of the ISG charity for many years. As a company focused on dermatology, with a portfolio of skincare products and a presence in both consumer and medical environments, supporting the ISG is almost a natural extension of our day-to-day job, something with which we hope we can be helpful, and we are inspired by their passion to continually strive for making everyday life better for sufferers and their families. Charities for rare conditions often face challenges with fundraising and awareness, so we are keen to help support the ISG where we are able to.

**ProfundCom**

One of the goals of ProfundCom is making sure we have everyone working in the jobs that they are good at. And that includes our foundation partners. The Ichthyosis Support Group fits our mandate about being run extremely effectively by a small group of committed and passionate people with the ultimate goal of providing care and support. Whilst it is more than fashionable to support the bigger charities the ProfundCom Foundation is committed to supporting niche ones as well.

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Thank you for your support! Your generosity enables us to work with more young people across the UK.
The ISG is committed to the on-going provision of an information network and support structure for sufferers and families affected by ichthyosis. Associated with that we need to create a greater awareness and understanding within the medical profession, and lobby for greater research into this distressing condition.