



MARBLE ARCH
LONDON

Marble Arch Charity Giving Policy

Overview of the Marble Arch Community Programme

The Marble Arch Community Programme is part of the Marble Arch Business Improvement District. The Programme supports BID levy payers in building relationships with charities, community groups, schools and social enterprises on their doorstep.

Our purpose is to increase awareness of both the opportunities available for help and support across the BID area and also to encourage involvement of BID levy payers and their staff to participate in a range of projects, so that our community can further develop. The Community Programme principally achieves this aim by organising one-off team challenges and longer-term skilled volunteering opportunities for members' employees. The Community Programme also channels donations of unwanted items e.g. office furniture and IT equipment from BID members to charities, schools and community groups and identifies opportunities for Marble Arch companies to support charity events and enterprises, and vice versa. For example, by inviting businesses to donate raffle prizes or by inviting local school children to switch on the Christmas lights.

How we provide financial support to the Community:

The Marble Arch Community Programme does not make direct financial contributions of its own to charities. It is for our members to decide how they support the local community. The role of the BID is to help facilitate, broker and celebrate this activity. The BID does not have a mandate to redistribute the BID levy paid by our members to charities.

We recognise the tight budgets that many of our charity partners operate under and we endeavour to offer support indirectly and in kind. By meeting with groups regularly through our Community Panel and in ongoing communication as we plan volunteering events with them, the Marble Arch Community Team remain informed as to the financial priorities and needs of charities, schools and community groups in the area.

The Marble Arch Community Programme facilitates financial support in several ways:

- Volunteer teams participating in practical projects often contribute financially towards the costs of equipment for activities e.g. paint, plants or tools.

Where teams are hosting a lunch or tea party, they will purchase the ingredients or refreshments. For many charity partners, this monetary contribution is critical to enabling an event or activity to go ahead.

- Signposting and making charity introductions for Marble Arch BID members who express specific interest in offering financial support to local causes e.g. by adopting a local charity of the year, hosting a fundraising stall in the office reception area or participating in a sponsored event.
- Finding recipients in the local community where good quality, unwanted items from BID levy payers can be donated e.g. office furniture, IT equipment, clothing and food. Making these donations is a sustainable, ethical choice. They result in cost savings for charity partners in not having to purchase items, whilst businesses avoid having to pay disposal fees and waste going to landfill is reduced.



Volunteers treat local older people to refreshments following buggy rides in Hyde Park as part of our Silver Sunday celebrations.

- Notifying BID members with spare capacity or function rooms, when charities are looking for meeting or event space. Vice versa, we promote community spaces to BID members when they are looking to hold events and functions; providing an important revenue stream for local community groups.
- Inviting Marble Arch businesses to donate raffle prizes, support Crowdfunding campaigns or purchase tickets to attend charity fundraising events; by promoting opportunities on our website, newsletter and social media.

- Charging a small ticket fee for some Marble Arch London BID events e.g. food tours. The ticket fee is then donated to a relevant charity e.g. Marylebone Food Cycle, North Paddington Foodbank and Springboard UK. Charging a ticket fee helps secure attendance at events, whilst simultaneously raising funds for local causes.
- Occasionally Marble Arch London BID employees choose to make an individual donation to a local charity e.g. by purchasing raffle tickets at a fundraising event, donating sponsorship money or contributing to a Crowdfunding campaign. This donation is at the discretion of individual colleagues and is not claimed back from the company.
- Where charities are our suppliers or contractors, we will respect their charitable status and not apply pressure to secure preferential or discounted rates and fees.
- To thank school children who assist at the annual Christmas lights switch on, a voucher for a Marble Arch BID levy payer is given as a small token of appreciation.



The ticket fee paid by guests who attended the Marble Arch Food Safari was donated to education and employment charity, Springboard UK.

How we report on charitable giving:

- Marble Arch London BID meets quarterly and receives feedback on all our work, including details of activity delivered through the Community Programme. This covers reporting on all donations (both financial and in kind) that have been facilitated by the Community Programme. Board papers are circulated in advance and meetings are minuted.
- We produce a statutory Billing Leaflet annually which reports on all our activity, including charitable giving levered through the Community Programme.
- We regularly share good news stories on Latest, a blog which is contained with the Marble Arch London BID website. Where Marble Arch London BID companies have made significant donations of time, gifts or money, these contributions are celebrated in articles on Latest, in our monthly newsletter to BID members and on associated social media channels.

Who does the Marble Arch Community Programme work with:

The Marble Arch Community Programme supports approximately 40 charities, schools and community groups. We undertake careful due diligence on charities we work with to ensure that all donations (of time, gifts and money) address genuine local need. We do not support causes which discriminate against any individual because of a protected characteristic, as defined under the Equality Act 2010 (Age, Disability, Gender Reassignment, Marriage and Civil Partnership, Pregnancy and Maternity, Race, Religion or Belief, Sex, Sexual Orientation).

If you are a BID member or a charity operating in the BID area and would like further information on our work, please contact the Community Team on community@marble-arch.london or call **020 3145 1210**.

Marble Arch London BID
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Visit our website at marble-arch.london

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Companies frequently make a financial contribution towards equipment for the volunteering activity they are participating in e.g. plants, paint or tools.