

iT4C Communities

Making IT Work for Charities

A **sponsorship opportunity** to help you make the most of your **corporate social responsibility** by **enhancing the work** of UK charities



Making IT Work for Charities

Too often, IT fails charities – in access, in quality and in affordability.

But the fact that there are striking examples where basic IT services such as remote networking, web-site development and database management make a difference for charities and the work they are doing means that a solution can be found.

By learning from successes and understanding the sources of failure, iT4C believes that IT can act as a powerful enabling force for good. iT4C addresses the IT skills shortage in the sector and the need for independent, trusted advice at low cost by connecting motivated, experienced IT volunteers directly in touch with charities seeking IT assistance.

iT4C's network of volunteers includes IT professionals acting privately or as part of a corporate CSR programme. There are many dedicated technicians looking for opportunities to use their skills in creative and socially minded ways for their own personal and professional development.

How do we make IT work for charities? By enabling charities to recruit and monitor IT volunteers on appropriate projects in a timely, efficient manner, by encouraging IT volunteers to get involved and strengthening the incentives for companies to provide financial and employee support.

Freedom from inaccessibility and freedom from costly technology are two of the most important ways charities can benefit from iT4C involvement. To make this step change in IT support for charities, financing and willing volunteers are key, but they are not enough. iT4C provides a practical framework for enabling volunteers and companies to find the best match for their talents and CSR ambition. With the iT4C framework, IT volunteers, corporations and CSR funds can take action and accelerate progress toward the common objective of IT enablement of Charities.

Since 2002 iT4Communities has already delivered over **£2.5 million** worth of support.

Our Areas of Focus

We believe that IT should build capacity, improve efficiency and encourage innovation for charities, just as it does for businesses. We have been developing a process that helps us manage how to spend time, effort, and money so we can accomplish that goal for as many people as possible. This process helps us target those issues and priorities that our corporate partners are seeking to influence and the charities to which we will target our IT volunteer resources.

Examples of current areas of activity include:

Education

Education is key in preparing children to participate in their societies and make a positive impact. We want to help enable all sections of society to develop and spread their knowledge.

Health

We want to help improve health and minimise suffering to allow everyone an equal chance in life.

Poverty

We want to ensure the success of charities working towards eradicating poverty in their area so that people and families can live their lives independently.

Youth

Our children are our future and we aim to enhance the lives and opportunities of children and young people in the UK.

Community Cohesion

Local communities know best the solutions to the issues that affect them and we want to encourage communities to work together to effect change in their areas.

How Corporate Sponsorship for iT4C Works

By becoming an iT4C corporate sponsor, you directly enable over 5,000 IT volunteers to provide essential support to over 2,500 registered charities.

Corporate sponsorship for iT4C can deliver practical and enduring benefits to your company; from corporate PR to employee participation, a solid step towards meeting your CSR targets.

iT4C seeks lasting relationships with our corporate sponsors, from understanding your charitable ambitions and focus to regular updates and active engagement through the iT4C CSR Governance process.

As a charitable programme within WCIT, the Information Technologists City Livery Company, iT4C knows about the needs of business and possesses the know-how to ensure corporate sponsorships, fund donations and volunteer partnerships align with CSR objectives.

The iT4C CSR team is expert in developing mutually beneficial charity relationships with corporate sponsors to ensure the best possible outcome.

How to Engage:

- **Corporate Sponsorship**
Providing IT-related Charitable Investment Opportunities
- **Cause Related Marketing**
Aligning your marketing goals with iT4C outcomes
- **Payroll Giving**
Tax efficient approach to charity contributions
- **Employee IT Volunteering**
Engaging your IT staff in your CSR objectives

Who You Can Help

Examples of work happening now in each area:

Education



Luther King House Educational Trust

Charity needed to improve their search engine performance and gain revenue through Google AdWords. Volunteer Paul Campbell understood the commercial and technical aspects to help them improve their online presence.

Health



Poole Mental Health Service User Forum

Charity wanted a quick audit as they couldn't print off vital documents. Volunteer James Hurst not only fixed the printer problem but also upgraded their computers, hooked them up to broadband and even developed their website.

Poverty



6 Towns Credit Union

This community finance organisation wanted to enhance and update its website in house. Volunteer Iain Lang passed on his skills and knowledge through invaluable web training to enable them to communicate better with their users.

Youth



The Wright Community Development Trust

This small Barnet youth organisation couldn't access their email so couldn't talk to the local children. Volunteer Lai Chu tackled this problem over the phone, allowing the charity to get back on track.

Community Cohesion



Tower Hamlets Friends and Neighbours

This community befriending charity wanted to update their vital database of the people they help. Volunteer Alex Ntale solved their issues and trained the staff so the service could run more efficiently.

Contact

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