

Building Partnerships

An evaluation of the Corporate
Partnership with Keyline, 2009 to 2013
Summary



**PROSTATE
CANCER UK**



The feeling we've got involved and made a difference has resounded through the company [...] the money raised, but most importantly, the awareness of what can and should be done at the early stages [of prostate cancer]. Keyline have helped to promote that and bring knowledge to the public.

Keyline senior manager

Introduction: about the Keyline partnership

Keyline is the UK's leading builder's merchant company with an expected turnover of £380m in 2013 and over 1,000 staff operating in seven regions. Prostate Cancer UK became the company's charity partner in 2009 following a staff vote, having met the specification for being a UK-wide charity with a focus on people. In 2011 86% of staff voted to extend the partnership by two years.

The main objectives of the partnership were:

- 1 income for Prostate Cancer UK:** Keyline commit to raising at least £200,000 unrestricted income annually, achieved by each of the 100 branches having a collective fundraising target of £100,000, and the rally raising £100,000
- 2 staff pride:** to demonstrate to Keyline's employees that they are a company with strong corporate social responsibility and to increase staff pride and retention
- 3 relationships with customers and suppliers:** to build relationships, increase their brand and reputation with suppliers and customers, resulting in increased business
- 4 awareness of prostate cancer:** to increase awareness of prostate cancer – the risks and symptoms – with Keyline staff (and family and friends).

This evaluation was based on an online survey of 131 Keyline staff, telephone interviews with 12 senior managers from Keyline and Prostate Cancer UK, and other data including feedback from people involved in the partnership. This report presents a summary of the findings of this evaluation.



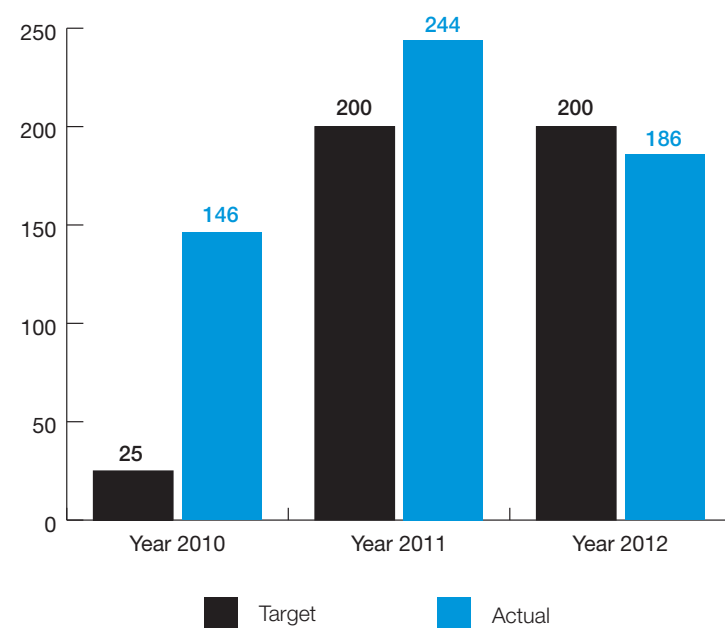
How well is the partnership meeting its objectives?

1 Income for Prostate Cancer UK: successfully met.

Since the start of the partnership Keyline has donated over £700,000 for the charity through branch fundraising activities, an annual car rally, cause related marketing and by donating gifts in kind.

The annual income has exceeded the total target set for the last four years. This donation is unrestricted income to Prostate Cancer UK, enabling the charity to continue its work helping more men survive prostate cancer and enjoy a better quality of life.

Graph showing the total income and targets over the last 3 years of the partnership



*Please note a proportion of the money raised in 2012 has been banked into 2013 financial year.



Keyline staff taking part in sporting events for Prostate Cancer UK

Branch fundraising

The high levels of support from Keyline staff and the range of branch fundraising activity has been key to exceeding the fundraising target. Feedback from the senior managers at Keyline also indicate that when staff are engaged with the partnership, it can help with staff productivity and efficiency:

- employees can balance and achieve 'business as usual' as well as work for the charity
- staff feel good and they work harder.

Over the last four years an impressive £300,000 has been raised from branch-led activity. Each branch is set a target, dependent on the size of the branch. Each year the branches have exceeded the target.

The targets for the branches have been instrumental in ensuring staff organised fundraising activities, and supports the high level of engagement from staff across the company.

By letting individual branches organise and run their own events, staff can develop events that work for them – either individual challenge events like cycling or running, or group events that involve families, customers and suppliers, such as music nights. The variety of activity happening across the different branches is a real opportunity for Prostate Cancer UK to promote and celebrate.



There is always something going on...and the events reach a broader audience than just Keyline staff.

Owen Sharp, Chief Executive Officer (CEO), Prostate Cancer UK

Of the staff who had organised events, 85% (46) said they would consider organising another one, indicating that the majority of staff had a positive experience. Feedback from the survey indicates that staff found it fun, but hard work.



It is very hard work to organise and while doing full time job. Very enjoyable experience but hard work at the same time.

Keyline staff member

Keyline staff have supported the partnership with some excellent and inventive fundraising activities, ranging from raffles, growing Mo's, zip wires, runs, cycles, comedy nights and head shaves to name just a few! The number and cycle of events organised by Keyline staff stands out to Prostate Cancer UK.

The Keyline Rally

The annual Keyline Rally, each with different themes, has raised an cumulative total of £400,000.

Cause Related Marketing

Keyline has raised money through product sales, the sales of their 4Trade products during Prostate Cancer Awareness Month (PCAM) in 2012 was particularly successful and resulted in a 46% increase in sales compared to the same month in the previous year. This also resulted in a £5,000 donation to Prostate Cancer UK.

This was a great opportunity to engage suppliers and leverage additional support to Prostate Cancer UK in terms of awareness and income.

The 4Trade product sales gave a good example of a successful CRM campaign. The success of the model can be attributed to some of the below key factors:

- range of products: there wasn't just one product; instead there the range of 4Trade products meant wider audience appeal
- product selection: the products included useful items and reasonable priced items that were suitable to relevant demographic of customers
- marketing displays: the Keyline team invested in large product stands for the range for the Branches, advertising about the donation going to Prostate Cancer UK again increasing awareness and subsequently income.

Gathering this information not only shows how a well managed CRM campaign can be very successful, it also illustrates that this blueprint could be used for developing further campaigns with other corporate partners. It is important to ensure that data is collected regarding number of sales and money raised, to monitor the impact on sales that have a charity donation or association attached.

The range of activity – from the fundraising events organised by branches to the rally and cause-related marketing – is a strength in how Keyline continues to exceed its fundraising target, and support wide employee, supplier and customer engagement. When we asked in the staff survey the Keyline staff about what has been the best thing about the Keyline and Prostate Cancer UK partnership the following themes were identified:

Best thing about the Keyline and Prostate Cancer UK partnership

Awareness among staff and customers

‘Education when customers, suppliers etc relate their own personal experiences’

28

Worthy cause

‘It’s good to know that such a large company can support such a good cause’
‘Satisfaction of helping a worthwhile cause’

20

Amount raised

Wonderful to raise such a lot of money
- good to see customers get involved as mostly male industry all get involved’

16

Engage Staff/customers

‘Getting the staff involved and having some fun whilst raising money for a good cause’

15

Team morale

‘When the whole branch does it, it creates a buzz [...] it’s good for staff morale.’

7

Male theme

‘It is a good fit with our customer base’

4

Good fun

‘The updates at the conference are great! The videos from the car challenges are always great to watch and the charity raffles etc are good fun.’

2

Ways in which the partnership will continue to develop the fundraising activity

Prostate Cancer UK has developed a fundraising Toolkit, specific to their corporate fundraising, with fundraising tips and advice, which will help support Keyline staff. This will promote successful ideas, and the types of fundraising ‘products’ available for events, such as Tea for Victory decorations; golf tees, ball and pencils for Golf Days. It’s also a great way to promote more widely known opportunities for Keyline staff to fundraise through participating in national events, such as the Great North Run.

The Toolkit will provide more support to help the branches that are undertaking fundraising activity ensuring the fundraising targets continue to be met and the experience can be enjoyed by all.

2 Staff Pride: successfully met.

A sense of staff pride is a recurrent theme in the analysis, specifically pride in raising money for a worthy cause.



A lot of staff take pride in what they do for the charity. Keyline staff are the most focussed on charity out of the whole Travis Perkins group

Keyline staff member

Staff observed that organising events and being involved with the charity has helped to boost staff morale and has had a positive impact on business relationships. Pride amongst staff about the amount of money raised and achievements of the partnership comes through.



At the conference, you could feel the atmosphere in the room change when the charity was mentioned – people were pleased at what they had achieved for Prostate Cancer UK.

Keyline senior manager



The feeling we’ve got involved and made a difference has resounded through the company [...] the money raised, but most importantly, the awareness of what can and should be done at the early stages [of prostate cancer]. Keyline have helped to promote that and bring knowledge to the public.

Keyline senior manager

The good fit between Prostate Cancer UK and Keyline’s customer and client base is an important way that Keyline staff are able to build relationships with their customers and suppliers. When asked what was the best thing about the charity partnership was 30% of survey respondents said, unprompted, that it was the awareness raised among staff and customers. Staff are proud of the fact that the charity activity enables them to raise awareness of the disease:

- raising awareness on a topic not talked about very much
- [the best thing about the partnership is] making people talk openly without embarrassment about sensitive issues.

How the partnership will continue to develop Staff Pride

- Publicise the success of the partnership in communications both internally and externally.
- Continue to share with staff the difference their contribution is making in helping those affected by prostate cancer and disease.

3 Relationships with customers and suppliers: successfully met.

The survey says the partnership enabled Keyline staff to engage with their customers and suppliers in different ways, such as in conversations regarding health, fundraising activities (such as the rally), or product sales with donations to the charity.



All teams talk about it a lot with their customers – it is often a way into a conversation about business.

Keyline staff member

Thank you Keyline!

Thank you for all your hard work and support in helping to raise over £700,000 for Prostate Cancer UK over the last four years! Here is just some of the branch fundraising activity that has raised over £300,000.

North Scotland

- Various sporting events have taken place, including a 5-a-side footy match and a 24 Hour Golf Challenge in 2012, which raised £10,000.
- The Kirkcaldy branch went above and beyond for Movember in 2012 by growing mo's and dressing up in fancy dress. Leslie, at Kirkcaldy, went the extra mile in supporting the Movember campaign by shaving her hair off! Customers and suppliers all bid to get their hands on the clippers with the highest bidder going first.

Central & South Scotland

- Steve Newell and Simon Handlin held a darts event on their counter throughout March and April 2013 and raised £122.
- A "Phone blitz" day during Prostate Cancer Awareness Month in 2013 was hugely successful. Teams called contacts asking if they would like to include a donation with their bill, raising over £3,000.

North West

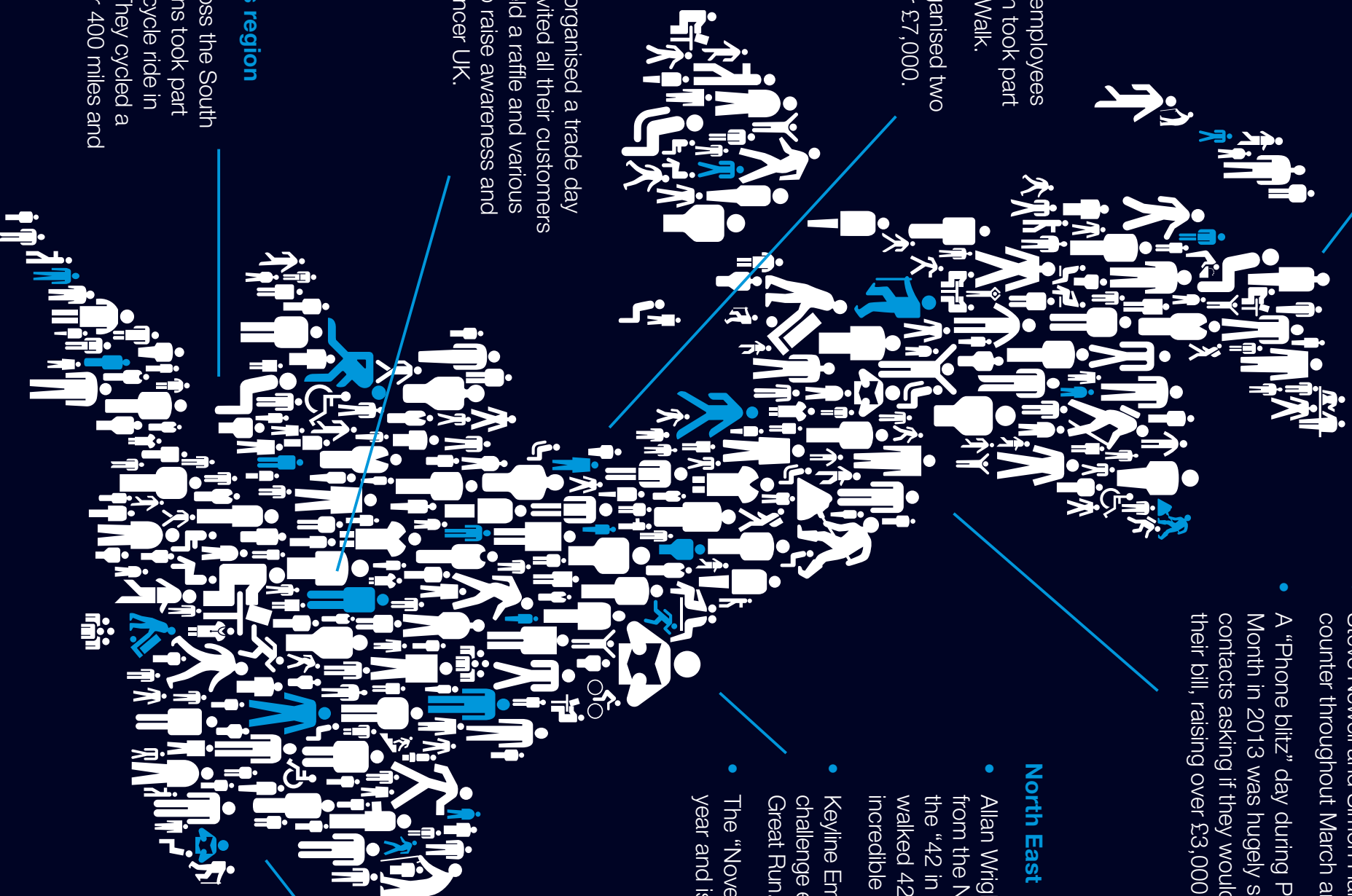
- In July 2013, Keyline employees from across the region took part in a Morecambe Bay Walk.
- Ian Chadwick has organised two Golf Days raising over £7,000.

Midlands & South

- The Reading branch organised a trade day at their branch and invited all their customers and suppliers, and held a raffle and various other activities to help raise awareness and funds for Prostate Cancer UK.

South West and Wales region

- Branches from all across the South West and Wales regions took part in a sponsored static cycle ride in branch in July 2012. They cycled a combined total of over 400 miles and raised over £4,000.

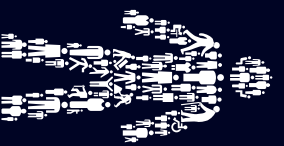


North East

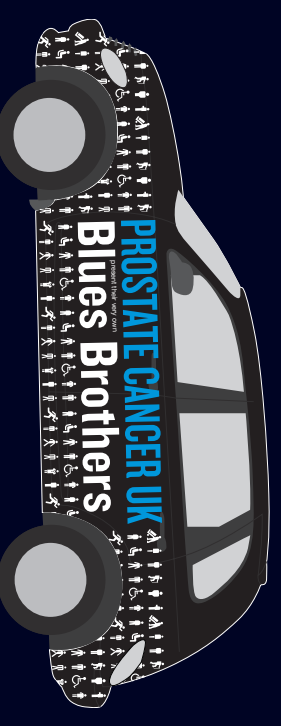
- Allan Wright and 21 other brave people from the North East Region took part in the "42 in 24" event in 2012, in which they walked 42 miles in 24 hours, raising an incredible £10,000.
- Keyline Employees took part in many challenge events, including the Newcastle Great Run.
- The "November Ball" raises £10,000 every year and is always an amazing evening.

London & South East

- In summer 2012 Keyline employees organised a 12 hour walk throughout the night, "One Small Step", and raised £5,000.
- Various curry nights and poker nights organised by staff helped raised money for Prostate Cancer UK.



**PROSTATE
CANCER UK**



Thank you to all those who have been involved in the annual Keyline Rally, together you've helped raise over £400,000 to help us beat prostate cancer.



We hold an annual customer event, which has an excellent reputation.

Keyline staff member

The annual Keyline Rally provides a platform for Keyline suppliers and customers to participate with fundraising. The feedback received from various companies who took part, including Travis Perkins, F&P Wholesale, Lafarge and Marshalls, commented on the partnership to the charity and participating in the rally was all the more fun due to the amount raised for Prostate Cancer UK.



A big thank you from the Disco Divas for making our first rally so memorable.... The love, sweat and (laughing) tears made it so worthwhile, and even better that it was for such a good cause!

Travis Perkins employee



Seriously it's the team spirit, support and friendship whilst raising cash for a worth while charity that drives us on.

Lafarge employee

The business benefits are an important factor for the continuation of the partnership, such as the 46% increase in sales of 4Trade products during Prostate Cancer Awareness Month (PCAM) than the previous year.

Importance of engaging customers and suppliers – how to best measure

- Prostate Cancer UK to continue to monitor the impact of CRM to see in more detail the benefits for companies to be associated with charities.
- Prostate Cancer UK to work with Keyline to develop systems to capture feedback from suppliers and customers, so that more evidence of how the charity partnership helps to deliver business benefits to Keyline.

Connection to the cause

The good fit between Prostate Cancer UK and Keyline's customer and client base has been an important way to enable Keyline staff to build relationships with their customers and suppliers.



We are able to talk to more blokes about non work issues and build relationships. We are seen as the ones who care.

All teams talk about it a lot with their customers – it is often a way into a conversation about business.

The charity is primarily for guys, and could help me in later life.

It's a good fit with our customer base.

We hold an annual customer event, which has an excellent reputation [...] it is good for customer loyalty and our reputation.

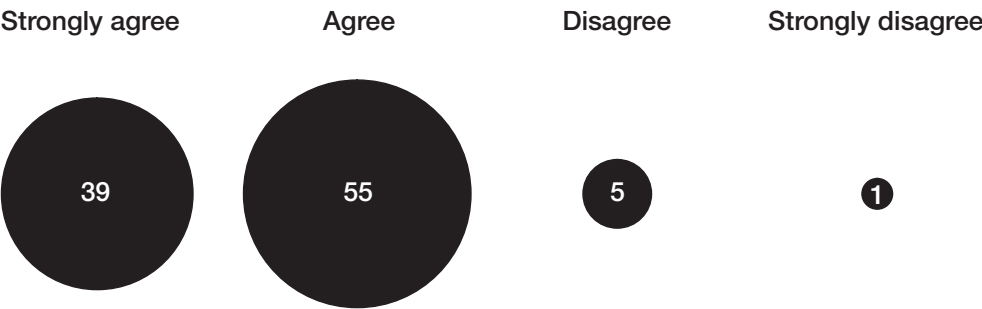
Keyline staff

4 Awareness of prostate cancer: successfully met.

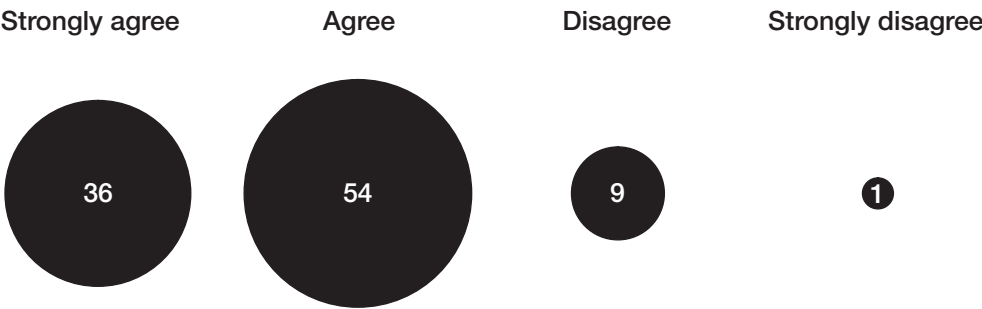
As all the branches engage with fundraising, there is a high level of awareness of the partnership, and subsequently increased awareness of prostate cancer risks and symptoms, as well as their general health.

Keyline staff were asked in the staff survey, that if the partnership with Prostate Cancer UK had increased their awareness of who is at risk of prostate cancer, and of the symptoms. The results shows that an overwhelming majority of staff strongly agreed, or agreed, that they were now more aware.

More aware of who is at risk of prostate cancer (%)



More aware of the symptoms of prostate cancer (%)



The partnership has been particularly significant to Prostate Cancer UK as it has helped reach more men and made them more aware of prostate cancer, the symptoms, risks and the services that can be offered. 1 in 8 men are diagnosed with prostate cancer in their lifetimes, so it is vital that we reach as many men as possible. Keyline staff take pride in their role of helping raise awareness of prostate cancer among the general public.



Since our involvement with the charity I really feel that there is now a greater awareness of the disease, both in our business and in the wider public domain.

Keyline staff member

This is a really valuable aspect of the partnership for staff.



It's important to raise money but we really hit upon the right charity [...] without the awareness and the partnership I am sure some of our friends, brothers and people we work with wouldn't still be here today.

Keyline senior manager

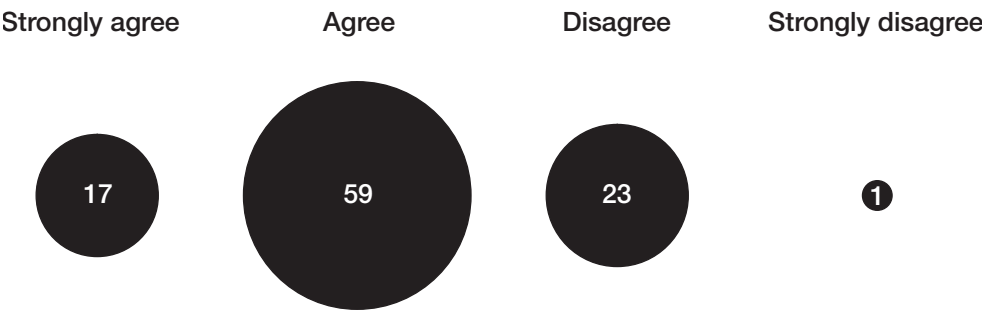
How we will continue to raise vital awareness of the most common male cancer

Prostate Cancer UK will continue to circulate information regarding those that are at risk, and the symptoms of prostate cancer, but also look to include information about the services the charity can offer, such as the publications and helpline, to help anyone that may have concerns or questions. Talks from Specialist Nurses or Prostate Cancer UK volunteers can also be arranged.

Wider health awareness

In the survey, Keyline Staff were also asked that if due to the partnership with Prostate Cancer UK, they now paid more attention to their general health. The results showed the majority either strongly agreed (17%) or agreed (59%).

More attention to my general health (%)



Awareness of Prostate Cancer UK

The increased awareness of Prostate Cancer UK as a charity through our communication and brand awareness campaigns and partnerships have helped Keyline to engage their customers and suppliers, and be proud of the connection to the charity.

One of the anecdotal reasons that the partnership has worked well from Prostate Cancer UK’s perspective is due to the fact that both organisations have evolved and developed over the four years of the partnership.



We have grown up and grown together.

Mark Bishop, Director of Fundraising, Prostate Cancer UK

This has also helped Keyline to engage its suppliers and customers with the charity.



Being with an ‘A list’ charity really makes a difference with us. We wear the badges and customers know the symbol – they know the brand.

Keyline staff member

Opportunities to develop the partnership

Further opportunities for engaging Keyline staff with Prostate Cancer UK's include volunteering, becoming regular supporters and gifts in kind.

Gifts in kind

In addition to the funds raised, Keyline have also donated various Gifts in Kind. The value of the gifts has totalled approximately £5,000 since the partnership began and shows the potential of donations in other forms than income. The Gifts in Kind have included (with approximate amounts);

- building materials for the Prostate Cancer UK “Nutcracker Suite” in January 2013 – £600
- building materials for the office move from June to September 2013 – £2,500
- high visibility jackets (£50 per jacket) for events over the last four years
- discount trade cards for the Prostate Cancer UK ‘Get up and Go’ support group in Glasgow that encourages men to get active and beat fatigue.



These additional resources are useful in supporting different aspects of Prostate Cancer UK's activity. It is important the Gifts in Kind are accurately recorded, as these attribute to the overall donation from Keyline. These examples of Gifts in Kind are good ways to maximise Corporate Partnership opportunities, in the future and currently.

Volunteering

Keyline employees have volunteered at numerous events and have helped review various Prostate Cancer UK information videos and publications. We could make better use of Keyline staff in this way. There could also be scope for employees to engage with the charity's national and local campaigns, whether signing a petition or writing to their MP.

The expansive network of Keyline branches meant that on several occasions Keyline employees were able help to bucket shake at their local Football League matches. This volunteering is incredibly helpful to Prostate Cancer UK, and it is important that the employees from corporate partnerships are on the database, and their hours recorded, as their time is a valuable contribution to the partnership.

Conclusions

This report highlights the achievements of the Keyline-Prostate Cancer UK charity partnership, and the pride of Keyline staff in these achievements. The partnership has successfully met the objectives each year of the four year partnership, especially with raising income and awareness.

One of the reasons for the success of this partnership is that the partnership has remained strong and developed over the last four years.



It has been consistent – we haven't changed [partners]. Sometimes it takes a bit of time for people to get on board. It's good that we've kept with the same charity.

Interviewee

The good match between Keyline's largely male staff, customer and supplier base and the cause has been a strength of the partnership.



It shows that we are looking after men as the partnership with Keyline is such a great fit – the right social demographic, the majority are men in their 40s and has a national reach that is not just in big cities but also small, hard to reach towns.

Mark Bishop, Director of Fundraising, Prostate Cancer UK

The partnership model has proved to be a good model for Prostate Cancer UK – through the engagement with all the Keyline regions through the Charity Committee, the communications to all staff via the Charity Update, and the strong relationship with the Managing Director.

It shows a corporate partnership model that can work well and achieve objectives that benefit both partners.

