CLIMATE &STRATEGY

BUSINESS AS A PARTNER, NOT JUST A SPONSOR

HOW NGOS CAN EFFECTIVELY FUNDRAISE THROUGH CORPORATE COLLABORATION

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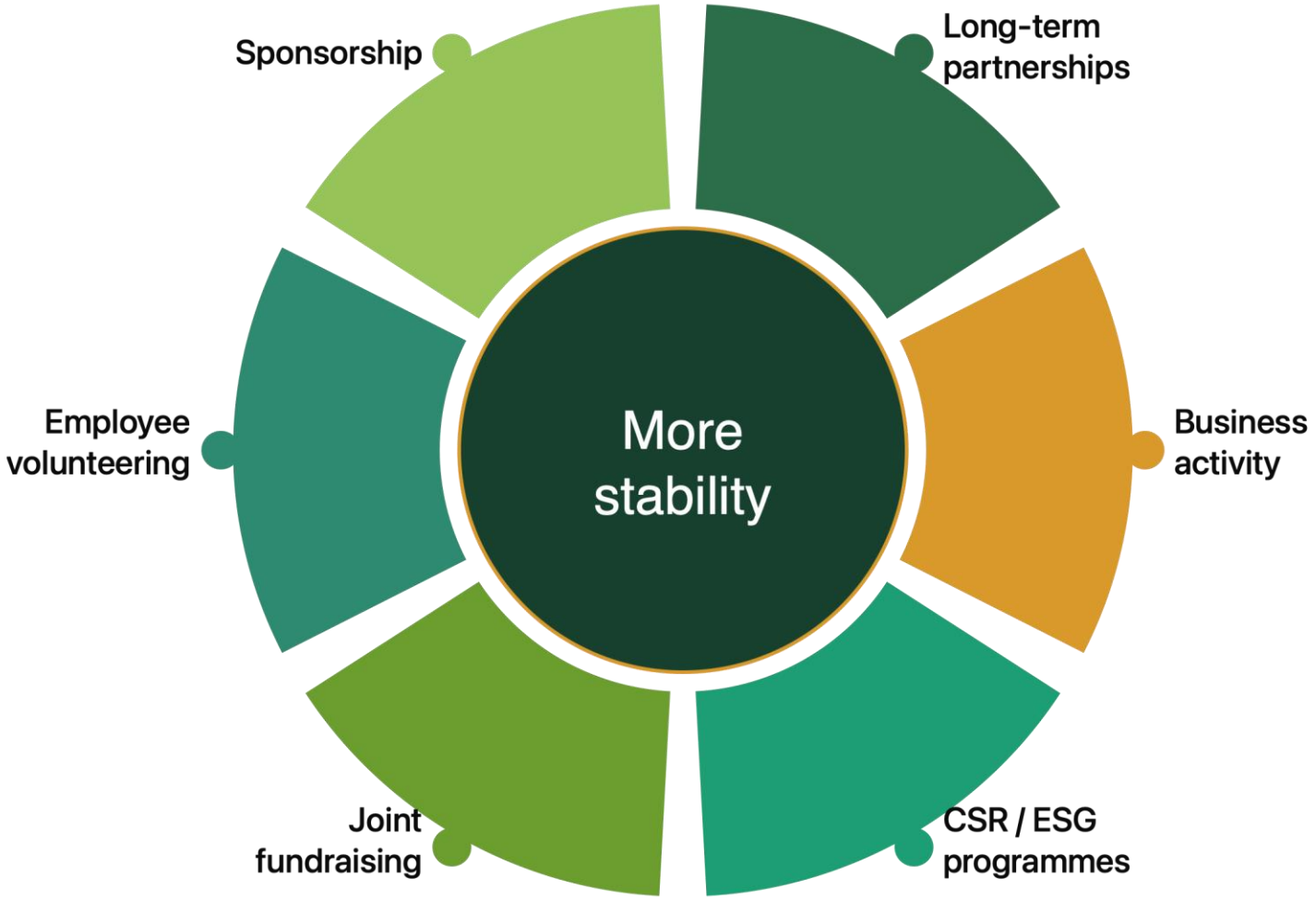
ABOUT OUR FOUNDATION

Climate&Strategy provides strategic consulting and support to companies throughout the decarbonization process: from calculating carbon footprints and developing strategies to communicating climate actions.

We combine expert knowledge with a commitment to education, combating misinformation, and developing practical tools that support the climate transition.

FUNDING
THAT NEVER FEELS
STABLE

THE MORE WAYS IN, THE STEADIER THE INCOME



POLISH ACT OF 7 APRIL 1989 – LAW ON ASSOCIATIONS: ARTICLE 34

AN ASSOCIATION MAY CONDUCT ECONOMIC ACTIVITY IN ACCORDANCE WITH GENERAL PRINCIPLES SET FORTH IN SEPARATE REGULATIONS. INCOME DERIVED FROM THE ASSOCIATION'S ECONOMIC ACTIVITY SHALL BE USED TO PURSUE ITS STATUTORY OBJECTIVES AND MAY NOT BE DISTRIBUTED AMONG ITS MEMBERS.

POLISH ACT OF 6 APRIL 1984 ON FOUNDATIONS ARTICLE 5, PARAGRAPH 5

A FOUNDATION MAY CONDUCT ECONOMIC ACTIVITY TO THE EXTENT NECESSARY TO ACHIEVE ITS OBJECTIVES (…).

Hello, business representatives! Here's the *v a l u e* we offer



Examples of our collaboration with the business sector based on our expertise:

We calculate the carbon footprint across all three scopes, relying on proven methodology and standards. We have years of experience in this area.

V A L U E: ***Credibility***

We develop tools, industry standards, and educational materials. Our analysis team creates "tailor-made" computational models, while our specialists adjust webinars and seminars to client needs.

V A L U E: ***Customization***

We build decarbonization strategies. We help companies and their leaders plan and progressively implement measures aimed at reducing emissions.

V A L U E: ***Clarity & direction***

We are building resilience against climate risks, greenwashing, and disinformation, as these are elements of a modern, responsible business model.

V A L U E: ***Security***



THE MISSION AS THE SEED OF A BUSINESS PROPOSITION

Fundacja Nowej Wspólnoty (New Community Foundation)
community dialogue, polarization research, local initiatives with various vulnerable groups
Business offer: Conversation training for managers

Fundacja Mushika (The Mushika Foundation)
works for the benefit of animals, with a particular focus on those least visible and underrepresented in public discourse.
Business offering (in collaboration with partners): workshops led by a psychologist and a trainer, covering communication, emotions, mindfulness, forest bathing, and the impact of nature on the nervous system.

Ogólnopolskie Towarzystwo Ochrony Ptaków (Polish Society for the Protection of Birds)
dedicated to the protection of wild birds and their habitats.
Offer: "ABC of Bird Identification" – a practical and theoretical course.

Your guiding principles are:

1. your values
2. your skills
3. your organization's language and character

WHAT BUSINESS ACTUALLY EXPECTS FROM YOU

Competence

deep subject expertise, not just enthusiasm, honesty about limits, recognition delivered as promised (logo placement, event presence, reporting)

Trust

confidentiality and data security, reputational safety, no hidden agenda beyond the stated scope, understanding their business and pressures, not just your cause

Operational reliability

predictable, professional processes (contracts, invoices, scope), xapacity to actually deliver, legitimacy and legal standing (registered, audited, well-governed)

Impact

demonstrable, reportable impact, brand and reputational upside, alignment with their ESG goals, a story worth telling, and value framed in both business and mission terms





MISTAKES TO AVOID & KEY TAKEAWAYS

Mistakes to avoid

- No clear owner of the relationship - the company doesn't know who to call
- Over-relying on volunteers or goodwill for work a client is paying market rate for
- Going quiet between projects, then reappearing only when you need the next contract

Key takeaways

- Your expertise is already an asset, you're just giving it away for free
- Treat the company as a client with a challange, not a donor with a cheque
- Fundraising and selling aren't opposites; the sale is the fundraising



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ANY QUESTIONS?
HAPPY TO ANSWER



THANK YOU!

Anna Siewiorek
anna.siewiorek@climateandstrategy.com