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NEWS RELEASE

Corporate Social Responsibility a growing priority

March 2009 – As a new financial year approaches, recent research conducted by the Corporate Responsibility Group shows that more companies are viewing corporate social responsibility (CSR) as a growing business priority.

Mike Collins, Relationship Manager at BusinessLink Cheshire & Warrington said, “There are many business benefits to corporate social responsibility besides doing the right thing, it can offer direct business benefits. Building a reputation as a responsible business sets you apart, especially in the current economic climate.”

Nigel Bacon, Chief Executive for Warrington Council for Voluntary Service continues, “The benefits can include building a good reputation making it easier to retain staff and recruit employees, involvement with the community can generate positive press coverage, make you more competitive, help develop better relationships with local authorities, as well as opening doors to finance and many more.”

Warrington Council for Voluntary Service is keen to work in partnership with businesses to get them involved with the community, such as through the Warrington Grassroots Endowment Fund. The Grassroots Grants is a three-year programme funded by the Office of the Third Sector and comes in two parts: a small grants fund and an endowment match challenge that enables funders, such as Warrington Council for Voluntary Service to generate extra money for endowments on a matched basis, so that giving can continue after 2011.

If you know of a community project that could benefit from a Grassroots Grant or you would like to know more about the Warrington Grassroots Endowment Challenge, and then please visit www.warringtoncvs.org.uk to find out more.

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261 WORDS



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NOTE TO EDITORS

About Warrington Council for Voluntary Service (CVS)

Warrington CVS has existed for nearly 100 years. During that time Warrington Council for Voluntary Service has developed and adapted to serve the needs and promote the work of the voluntary sector in Warrington and its surrounding areas. Warrington CVS offers a range of help, support and services to local community and voluntary groups to enable them to carry out their work, achieve their aims and become more effective.

About Warrington Grassroots Endowment Fund

In Summer 2008 Warrington CVS was chosen to launch the Grassroots Grants fund in Warrington and the local area. This is Government money to provide small grants to small and local voluntary, community and faith groups.

Community and voluntary groups from Warrington with an income of £30k or less a year are invited to apply for up to £5k over 3 years. Applications are assessed by an independent local panel and grants are awarded based on the information provided in the application.

The programme has 2 elements, a small Grants Fund for applications between £250 and £5000 and an endowment scheme. Warrington CVS is actively working to set-up an endowment scheme through approaching businesses and individuals within the community to donate and invest to ensure that the award grants continues post-2011.

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