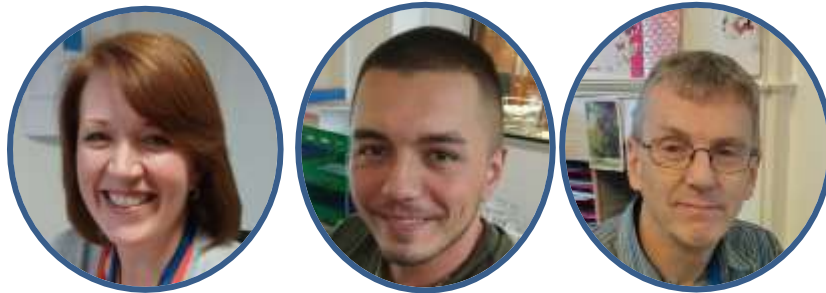




**Sponsorship**  
**Changing Lives Everyday**



Supporting Local People - Changing Lives Everyday

## Sponsor Us - Changing Lives Every Day

### Why would you want to sponsor our work?

- Our services are primarily targeted at anyone living or working in Coventry. We also deliver a range of advice services regionally and nationally.
- The funding we receive does not cover the total amount we need to run our Core Services.
- Funding is reducing, whilst the demand for our services is increasing.
- As an independent charity, we provide practical advice and support to people with a multiple of complex problems, which in the majority of instances, require a face-face service.
- Out of 22 national charities, the Citizens Advice service is ranked by the general public as being the most helpful, approachable, professional, informative, effective/cost effective, reputable and accountable.
- **76%** of people nationally trust the Citizens Advice service to provide free advice that is truly independent and impartial.

The Citizens Advice service exceeds the public's perception of the 'ideal' charity in being helpful, professional, informative, reputable and practical.

- The work we do has a significant impact on people's health and wellbeing. The Citizens Advice Impact Team published the following positive impact reported by people after the receiving advice : Mental well being + **81%**, Money + **51%**, Physical Health + **45%**, Housing + **24%**, Relationships + **21%** and Employment + **17%**.
- These people could be your employees, who may suffer a lack of productivity due to the stress and anxiety associated with unresolved issues.
- The HSE reported in 2015/16 an average of **24 days lost** per case due to stress, depression and anxiety.

## Supporting Local People - Changing Lives Everyday

- Your support can boost the reputation and profile of your organisation, as one that takes social responsibility seriously; public and staff awareness of this will benefit from becoming a named supporter of Coventry Citizens Advice.

### What will we do for you?

- We will display your logo and company details on our website, .
- You will receive our public thanks via Social Media - we have thousands of followers across Twitter, Facebook and LinkedIn.
- You will receive our public thanks on our waiting room displays.
- For organisations who are interested in a larger sponsorship we will:
  - Arrange joint communications about our partnership using all media channels
  - Host an event for your staff and clients at our historic City Centre offices or at your premises
  - Deliver tailored in-house training to your staff covering a range of topics from budgeting and money management to how we support people in vulnerable situations
- We are also able to arrange and deliver tailored, direct support for your employees with social welfare issues including debt and money management, welfare benefits, relationship breakdown and housing. Please talk to us about this.
- If you are interested in sponsoring an event to recognise the life changing contribution of our staff or volunteers to the people of Coventry, such as a Volunteer Champion, Core Service Hero or Research and Campaigns Wizard please let us know.

**For whatever amount you are able to sponsor our services, you are guaranteed our heartfelt public thanks. Whilst also the knowledge that your support has helped us to continue working to make Coventry a fairer place for all. By us working together, we will make a real difference to the lives of those that need it the most.**

## Sponsorship Levels

### 1. Volunteer Champion - Sponsor Volunteer Adviser Training.



We couldn't run our services without our **80+ volunteers**, who help in a number of challenging and rewarding roles, including advice, administration, policy, research and campaigns.

If a volunteer gives us 1 day per week, they can each support 288 people a year with their issues. We train just under 40 volunteers per year, to do this we employ a Training Co-ordinator, who delivers the training and ensures that our volunteers are fully supported through the Citizens Advice rigorous assessment to achieve a Generalist Adviser Certificate. It takes **246 hours** of classroom time and assessed course work to gain a Certificate in Generalist Advice.

We are one of only a very few charities in Coventry to hold an Advice Quality Standard (AQS) certificate, more information is available at <http://asauk.org.uk/advice-quality-standard/>

Our nationally recognised and accredited training programme changes the lives of the people who choose to volunteer as advisers with us. It costs us **£862** to train a volunteer. Coventry Citizens Advice leads the way, **76%** of our volunteers leave us with the ability and confidence to go on into paid work or education and training .

We can also offer employee, businesses and one-off volunteer opportunities; please contact us if you would like to help us this way.

## Supporting Local People - Changing Lives Everyday

2. **Core Service Hero - Sponsor our Core Service** (this is where we open our front door for face-face advice, answer the 'phone or give advice and support via email or online request for help)



This service is rapidly becoming one of the few places in Coventry where you can see someone face to face to get advice with a variety of everyday problems.

We are a charity for everyone. We don't just help people on low incomes with debt and benefit problems. We also help people from all sorts of backgrounds and circumstances to navigate their issues with employment, benefits, debt, relationship breakdown, housing, discrimination and consumer problems to name but a few. 32% of our clients are in employment, 18% are unemployed, 19% are retired, 19% are permanently sick or disabled, 8% are home carers.

Our Core Service sees 250 people per week, it costs **£820 per day, £4100 per week, £17,767 per month and £213,200 per year** to run. This includes cost of expert supervision of our volunteers, reception and assessment services, volunteer expenses. management, heating, lighting, rent, finance, HR, IT and corporate governance.

As a Core Service Hero you could sponsor us for one day, one week or one month.

**3. Research and Campaigns Wizard - Sponsor our research and campaigns work**



We play a critical role, alongside local partners such as the City Council, the Partnership for Coventry and Advice Services Coventry, in promoting the interests of Coventry citizens by working to improve local service provision and confront social injustice. Shaping welfare reform, influencing approaches to issues such as housing and homelessness, debt and credit and combating food poverty continue to be at the centre of our efforts.

Our award winning team collects and analyses evidence from our clients, advisers and partners to tackle root causes, not just symptoms, when things go wrong for the people of Coventry.

To continue to serve the community in this way, and fight for the people of Coventry, we are seeking sponsorship support:

- £100 would pay for essential services (like printing and materials) for a month;
- £500 would fund a part time support worker for a month; and
- £5,000 would fund a part time Research and Campaigns assistant for six months.

## Supporting Local People - Changing Lives Everyday

### Who are Coventry Citizens Advice?



Coventry Citizens Advice is an independent charity - we have been supporting people in Coventry and the surrounding area for over 75 years. Last year, we supported over **20,000 people** online, over the 'phone and face to face. We support everyone who accesses our services with **free, impartial, independent and confidential advice**. We support people through a crisis and help them to build resilience and independence.

We are one of the few remaining agencies with an "Open Door" service in the City Centre. The people we see come from all backgrounds and the advice we provide often has a significant impact on their lives. More information about Coventry Citizens Advice is available on our website on [www.coventrycab.org](http://www.coventrycab.org).

To meet our mission and continue providing services in our community, we rely on the generosity of individuals and businesses for support.

Our sponsorship opportunity offers organisations and individuals support vital services to the people of Coventry.

### What does Coventry Citizens Advice do?

Our cause never changes: Coventry Citizens Advice is here to make society fairer.

We do that one person at a time, helping people solve their individual problems and build resilience for the future.

We do this through quality advice and tailored support.

We do it for many people in Coventry, through our partnerships locally, regionally and nationally through our Citizens Advice network, by influencing how the local authority, government and the private sector do things.



## Supporting Local People - Changing Lives Everyday

### The Impact of Coventry Citizens Advice



The financial gains reported below demonstrate the work we do to ensure people are accessing all available support; So that they are able to fulfil not only their basic needs, but also get access to education and training, enabling them to lead healthier and more fulfilling lives. This is a snapshot of our projects.

**ChYPP** - Our Children's and Young People's project has helped over **3000 families** and secured vital and life changing income for them to the tune of **£380,000**, including referrals to services such as nutrition, exercise, counselling and domestic violence.

**Digital Money Coach** – tailored one to one support for clients to complete a wide variety of online tasks - **340 appointments** to date, **£500,000** in financial gains and **70%** of clients report having more confidence in dealing with things online.

**The Big Difference Scheme** has cleared **£2.5 million** worth of debt for over **40,000** Severn Trent Water customers

This year our **Affordable Warmth Solutions, Power Up and Energy Best Deal Extra** projects have helped over **1,000 clients** generate nearly **£1.5 million** in financial saving by income maximisation, debt management, heating and insulation solutions, tariff switching, behavioural change and health and well being measures.

**Macmillan Cancer Support Service** has supported over **1200 cancer patients** and their families with financial gains of **£3,469,508.31**

**Restart – in partnership with Trussell Trust** - supporting vulnerable clients who use the food banks- **1500** enquiries securing financial gains of **£791,907.92**, This project has supported **4000 people** in food poverty over 3 years.

**Money Advice Service** via a specialist debt team, dealt with **2063** client enquiries.



## Supporting Local People - Changing Lives Everyday

### This is what people think of our services:

*'The work completed by the caseworker is fantastic and shows what amazing results can be achieved by her persistence and determination.'*

From a client supported with Pension Credit which was secured and backdated,  
*'Thank you so much...I haven't had the heating on in winter since 2015'*

*'I suffer from anxiety and depression and was very emotional. Mr V was very professional, showed me empathy, listened and was very supportive and explanatory when providing information to me. He was also very pro-active dealing with issues I presented to him'*

*'I was in a complete state when I first visited Coventry Citizens Advice the CAB, Ms A saw me in reception and called me through to be seen. Ms A was very professional, showed empathy, listened and was extremely supportive. I cannot thank her enough for what she did for me on that day'*

*'thank you so much for your help, without your help and support I wouldn't have found a job. You helped me get on a course which has given me a qualification to help me change career. You have also helped my mum, I told her about the course and she also completed it and ended up with a job so thank you for that too. I am really excited about starting'.*

Thank you for taking the time to read our sponsorship information, for more information and the opportunity to discuss further, please contact:

**Nigel Smith** (Interim Chief Executive) [nsmith@coventrycab.org.uk](mailto:nsmith@coventrycab.org.uk) 02476 252606

**Daksha Piparia** (Development Support) [dpiparia@gmail.com](mailto:dpiparia@gmail.com) 07966 390 296

**Supporting Local People - Changing Lives Everyday**



***Without your professional support I couldn't make it***

*We now have more money in our pockets. I now have a smart meter in. We had a grant for gas central heating and got everything we needed.*

*volunteering allowed me to get a qualification, and get confident enough to get a job*

*Without your help I couldn't think about my future without crying, thank you*

*I have gained financially from your help in reducing the cost of my water bill, & I am grateful for the advice I have been given about the help I can access in the future*

*Just thank you for helping me to get gas installed so we could have a gas fire fitted this is a big help as we had an open fire and at 86 years of age we struggled to keep it going*

***Volunteering increased my life chances and provides opportunities to enable me to make a difference and change lives***