

A photograph of two young boys in a field of tall, golden-brown grass. The boy on the left is wearing a dark jacket and looking towards the right. The boy on the right is wearing a light blue hoodie and is holding a camera up to his eye, taking a picture. The background is a dense field of tall grass, slightly out of focus.

CREATE

ARTS.ORG.UK

BUSINESS MEMBERSHIP

JOIN US AND
CREATE THE
DIFFERENCE

Reinforce your
corporate purpose,
inspire your people,
build your brand and
create new partnerships



**CREATE BELIEVES
IN THE POWER
OF THE CREATIVE
ARTS TO PROMOTE
INCLUSION,
EMPOWER LIVES
AND INCREASE
ACCEPTANCE.**

**WE PROVIDE FREE
ACCESS TO CREATIVE
EXPERIENCES THAT
ENABLE PEOPLE TO
TRANSCEND THEIR
CIRCUMSTANCES.**

HOW YOUR ORGANISATION CAN CREATE THE DIFFERENCE

Creativity has a vital role to play in our communities, helping us to understand each other and the world we live in, communicate in languages beyond words, value the richness of diversity and stimulate inclusivity and innovation. Creativity also improves wellbeing and allows for self-discovery, collaboration develops interpersonal skills and when people are given high quality arts experiences their aspiration and self-worth flourishes.

Creativity is at the heart of everything Create does. We promote inclusivity by bringing disabled and non-disabled children together to make collaborative arts. We give young and adult carers meaningful time away from their responsibilities to invest in their own wellbeing. We create a safe space for LGBT young people to find peer-support and self expression.

These are just some examples of the creative experiences we provide for people with the least access to the arts but the most to gain from taking part.

Identify with Create's use of the creative arts to increase acceptance, inclusion and empowerment for growing numbers of disadvantaged people.

Connect with your clients and colleagues, many of whom will have been affected by the needs of disadvantaged, vulnerable, isolated or marginalised people – the breadth of Create's work with a range of participant groups offers maximum potential for affinity.

Demonstrate your corporate purpose through Create's uplifting volunteering opportunities for employees, inspiring community fundraising ideas and tools, and brand association and profile, to ignite your company's CR programme.



Help us to **create the difference** for many participants by joining our new business membership scheme.

Nicky Goulter
Co-Founder and Chief Executive

JOIN US AT THE LEVEL THAT'S RIGHT FOR YOUR COMPANY

Introducing a new membership scheme with many ways for your company to get involved and support Create's work. Become a member at one of three levels:

PIONEERS
TAKE THE LEAD

INNOVATORS
IGNITE IMAGINATION

COLLABORATORS
MAKE CONNECTIONS

If Create the Difference membership is not right for your company, other ways to get involved, meet CR objectives and support Create's work include:

BESPOKE DIFFERENCE TAILORED CORPORATE RESPONSIBILITY PACKAGES

Create has a highly successful track record in collaboratively designing and running programmes to brief and budget, which deliver corporate aims and reach disadvantaged and vulnerable people to increase self-esteem, promote inclusion and empower lives.

[CREATEARTS.ORG.UK/PARTNER](https://createarts.org.uk/partner)

 @createcharity

 createarts.org.uk

 createcharity

CELEBRATE THE DIFFERENCE SPONSOR OR ATTEND AN EVENT

Create hosts a number of high profile, creative and fundraising events during the year including exclusive dinners, auctions, performances and private views. Please contact us to find out more about sponsorship opportunities or purchasing tickets.



All Create's programmes contribute to the UN's Sustainable Development Goals and make a demonstrable grassroots impact, helping to build a more inclusive, equal and sustainable society. The purpose of the fundraising is to cover costs of activities in support of the SDGs.

Brochure design generously donated by

 **BRANDPIE**

MEMBERSHIP BENEFITS AT A GLANCE

Join Create's business community, get involved and create the difference:

	PIONEERS £10,000+ pa	INNOVATORS £5,000+ pa	COLLABORATORS £1,500+ pa
Benefits	Take the lead	Ignite imagination	Make connections
Reinforce your company purpose and values	✓	✓	✓
Impact report	✓	✓	✓
Analysis of participation	✓	✓	
Volunteering opportunities*	10	6	
Workshop visits	✓	✓	✓
Fundraising toolkit & support	✓	✓	✓
Logo hyperlink on Create's website	✓		
Credit on website	✓	✓	
Credit in print	✓	✓	
News article in Create's blog	✓		
Interaction online	✓	✓	✓
e:create quarterly newsletter	✓	✓	✓
Project event invitations	✓	✓	✓
Priority booking	✓	✓	✓
Create the Difference event invitations	4		

* Volunteering placements can be allocated singly or in pairs

You learn so much by communicating with other people who you've never met before. When I started taking part in Create's workshops my confidence was really low. I've just started feeling like myself again, discovering that I can achieve things I never thought were possible.

Create participant

Each year Create manages to come up with evermore innovative and engaging projects, which really capture the imagination of the young people they work with. It's wonderful to witness the benefits projects such as this bring to disadvantaged young people and it's always a real privilege to see the impressive end results of their creative endeavours.

Joanne Hammond, Charity and Volunteering Executive, British Land

INNOVATORS IGNITE IMAGINATION

RESPONSIBILITY & PURPOSE

- Achieve corporate responsibility goals and reinforce your company's values
- Demonstrate the impact of your support through our Create the Difference report
- Receive analysis of your organisation's participation in Create activities

EMPLOYEE ENGAGEMENT

- Six volunteering placements on Create projects
- Opportunities to visit workshops and experience the impact of Create's work
- A fundraising toolkit and support for staff fundraising activities

BRAND PROFILE & COMMUNICATIONS

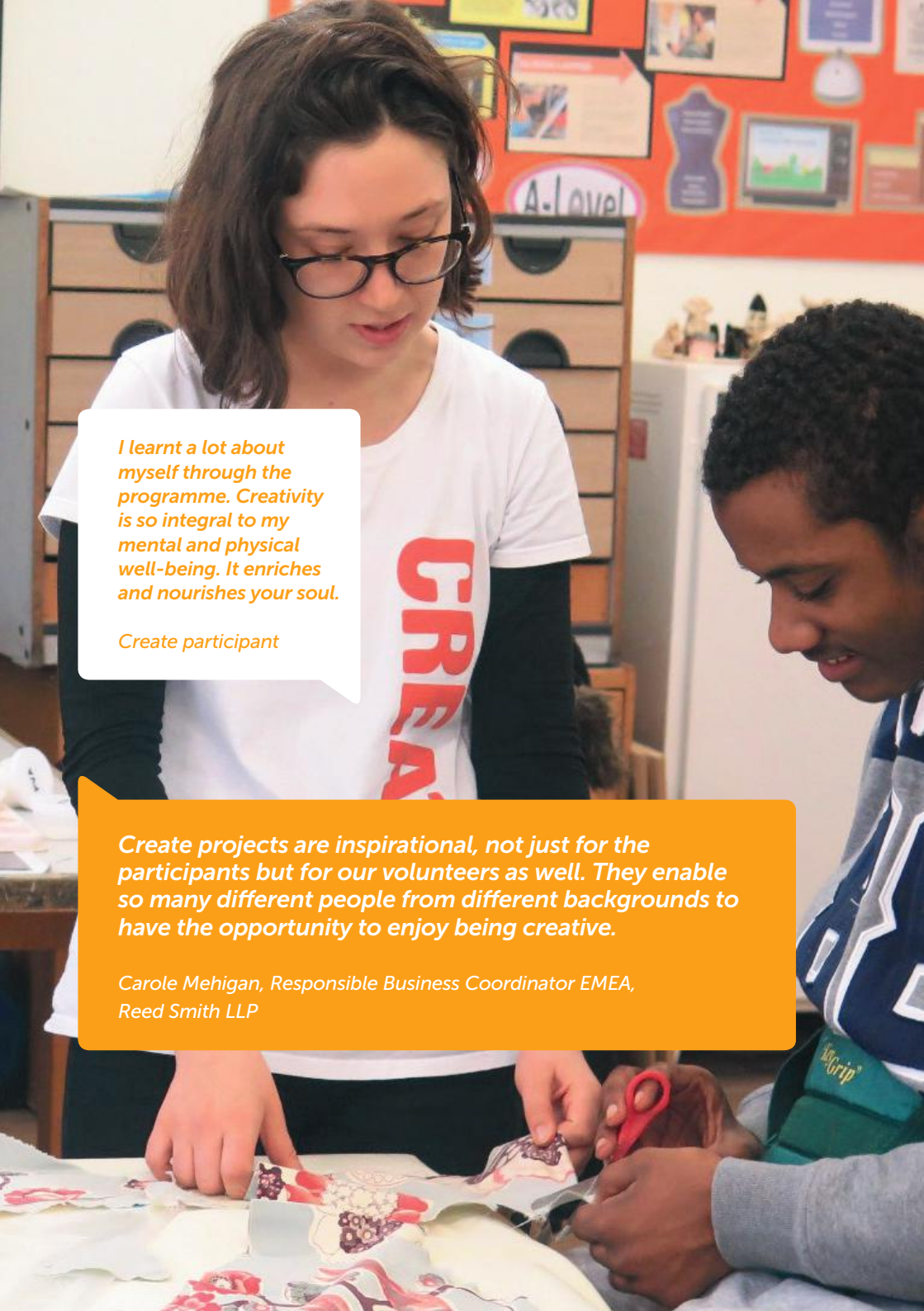
- Accreditation and thanks for Creating the Difference on Create's website
- Acknowledgement and thanks in Create's Impact Report and Annual Report & Accounts
- Social media interaction to maximise the profile of our association
- Regular communication through our quarterly newsletter, e:create

EVENTS & NETWORKING

- Invitations to project events including final exhibitions of participant work, sharings and performances for an invited audience
- Priority booking for exclusive events such as Create's Gala Dinner, private views and special performances, providing networking opportunities with like-minded Create business supporters

INNOVATORS
£5,000+ pa

Reinforce company purpose & values	✓	Create the Difference impact report	✓	Analysis of participation	✓	Volunteering placements	6	Workshop visits	✓	Fundraising toolkit & support	✓	Website accreditation	✓	Acknowledgement in Create print	✓	Social media interaction	✓	Regular communication & e:create newsletter	✓	Project event invitations	✓	Priority booking for networking events	✓
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COLLABORATORS MAKE CONNECTIONS

RESPONSIBILITY & PURPOSE

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EMPLOYEE ENGAGEMENT

- Opportunities to visit workshops and experience the impact of Create's work
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BRAND PROFILE & COMMUNICATIONS

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I learnt a lot about myself through the programme. Creativity is so integral to my mental and physical well-being. It enriches and nourishes your soul.

Create participant

Create projects are inspirational, not just for the participants but for our volunteers as well. They enable so many different people from different backgrounds to have the opportunity to enjoy being creative.

Carole Mehigan, Responsible Business Coordinator EMEA, Reed Smith LLP

- Reinforce company purpose & values
- Create the Difference impact report
- Workshop visits
- Fundraising toolkit & support
- Social media interaction
- Regular communication & e:create newsletter
- Project event invitations
- Priority booking for networking events

COLLABORATORS
£1,500+ pa



CREATE THE DIFFERENCE NOW!

Company name:

Contact name:

Contact job title:

Contact email:

Business address:

Postcode: Telephone number(s):

Please pay Create (Arts) Limited, The Co-operative Bank, Sort Code 08-92-99, Account 65637528
You can pay by BACS or send us a cheque

Please indicate the level of membership you wish to join at		Please indicate the amount you wish to give per annum		Confirm amount
PIONEERS	<input type="checkbox"/>	£10,000 & above	<input type="checkbox"/>	£ <input type="text"/>
INNOVATORS	<input type="checkbox"/>	£5,000 to £9,999	<input type="checkbox"/>	£ <input type="text"/>
COLLABORATORS	<input type="checkbox"/>	£1,500 to £4,999	<input type="checkbox"/>	£ <input type="text"/>

Please indicate if you would like to be invoiced for the same amount, annually (tick this box)

Company name to be credited:

Marketing contact:

Authorising Signature:

Print name:

Date:

Return to: Create, 379 Salisbury House, London Wall, London EC2M 5QQ

Queries: Emma Tribe, Senior Development Manager, emma@createarts.org.uk 020 7374 8485

- Create the Difference membership scheme is not liable for VAT.
- HMRC will allow you to class the amount you give Create as a donation because the benefits you receive fall within its guidelines. This means you can deduct the value of the donation from your total business profits before you pay tax.

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