



Corporate Sponsor Pack

|b| · |t|
· |h| ·
sussex

Fundraising and Publicity



Support your community

We are looking for local companies who care about their community to join us in transforming lives across Sussex.

Why support BHT Sussex?

BHT Sussex is a highly valued and trusted charity working to combat homelessness, reduce poverty, and improve mental wellbeing. Through partnerships with local councils, the NHS, and voluntary organisations, we empower thousands of people every year to rebuild their lives.

We work across Sussex, with services in many areas such as Brighton and Hove, Hastings, Eastbourne, Haywards Heath, Burgess Hill and Crawley.

Founded in 1968, for over half a century BHT Sussex has delivered specialist services including supported accommodation, residential rehabilitation, mental health support, housing and legal advice, employability initiatives and safe housing for marginalised people with complex needs.

Our mission is to combat homelessness, create opportunities and promote change

Our impact last year in numbers

10,683 clients and tenants supported



198 people accommodated in our specialist mental health supported housing

2,273 people helped by our advice centres in Brighton, Eastbourne & Hastings



2,142 cases of homelessness prevented

6,603 visits made to First Base, our resource centre for rough sleepers



1,838 people supported by our community mental health services in West Sussex

463 individuals and households accommodated in our community housing



Real life story: Samuel



Samuel came to First Base, our day centre for people sleeping rough, after a series of devastating events left him homeless. Following his daughter's death from Covid-19, he started to drink to cope with the grief. He lost his job and his benefits stopped, leaving him unable to pay his rent. He was given 24 hours' notice by his landlord to leave.

"The first time I came here [First Base] I was very surprised. I sat with one of the workers and I felt I could open up to her. She was the first person I spoke to about my daughter. I had no other family, and to be honest I felt like there was no way out. But talking to her helped."

"She helped me sort out my benefits and referred me into accommodation. Things started to change in my head; I began to see a way out."

"I've completely stopped drinking for the last 6 months. I'm feeling good about my accommodation, and I get on well with my flatmates and my keyworker."

"I want to get back into work. I've started coming to a cooking group every week at First Base where we cook a meal for the clients. I'm in the right place now."

*Name has been changed and stock photo used to protect identity

Why partner with us?

The Benefits of Corporate Social Responsibility (CSR)

Benefits to your business can include:

- Tailored partnerships: We work with you to design initiatives that align with your Environmental, Social and Governance goals and brand values.
- Impact you can measure: We provide data, stories, and reports to help you demonstrate your impact.
- Reputation and trust: Partnering with a respected charity enhances your brand's credibility and stakeholder trust.
- Strengthening your brand image – Consumers care about ethical businesses.
- Enhancing employee engagement – 70% of employees value purpose-driven companies.
- Building customer loyalty – 88% of consumers prefer brands with a social impact.
- Making tangible community impact – Help create lasting change.
- Improving financial performance – CSR can boost revenue and customer retention.
- Tax breaks* - If you sponsor our charity, you can deduct sponsorship payments from your business profits before you pay tax by treating them as business expenses. If you make a one off donation you can deduct the value of the donations from your total business profits before you pay tax.

*Always check the rules around charitable giving with HMRC.



Partnership opportunities

- Sponsor a Service - Pay towards the food bill at First Base day centre, the salary of a support worker, the running costs of our advice service.
- Sponsor an Event - Sponsor our monthly Supper Club, annual Pride Bus, client Christmas dinner, staff conference or supporter thank you event.
- Donate Gifts in Kind – We need donations of toiletries, food, cleaning materials and clothes.
- Cause-Related Marketing – Join forces in marketing campaigns where sales directly benefit our charity, e.g. for every car sold in June, £500 is donated to BHT Sussex.

We encourage multi-year commitments or ongoing employee engagement to build strong partnerships and increase their impact over time. However, we appreciate that businesses have different sized budgets and needs and will be happy to tailor opportunities to suit the involvement level that you are comfortable with.





Opportunities we can offer your employees

If you would like to get more involved, we can offer many different activities including:



Team building activities – redecorating at a project, clearing or tidying a garden.



Wellbeing training – manage stress, build resilience and create supportive work environments.



Knowledge exchange – sharing skills and knowledge between our organisation and yours.



Lunch and learn sessions – informal sessions with and our clients and staff, focusing on health, wellbeing and homelessness issues.

Testimonials from partners

We have worked with many organisations and businesses from across Sussex and have always had a positive experience. Here are two ways local businesses have supported us recently.



Mid Sussex Scaffolding donated £250 to pay for the print costs of our annual Christmas cards.

"Mid Sussex Scaffolding were happy to get in the festive spirit and sponsor BHT Sussex's charity Christmas cards. This meant that they were able to spend 100% of the profit on First Base and we were able to give a Christmas present to this brilliant charity. We received great feedback and have decided to do it every year."

- Tony Berry, Director

Maria and David Floud run Just Us and a Bus which is an American school bus converted into a luxury retreat in Sussex. They kindly make a donation to BHT Sussex for every night booked in the bus.

"We are really pleased that our short term rental school bus can help local charity, BHT Sussex. For every paying guest night in the bus we donate £5. Together the guests and us have raised £1800. Businesses run better when there is a social purpose and helping people sleep at night and rebuild their lives via people paying us to sleep on our bus feels worthwhile."

- Maria Floud, Owner



Recognition & publicity for corporate supporters

We can thank you and your business in a number of ways, including:

- Social media posts highlighting contributions to over 6,000 local followers
- Your logo on our website, with a link to your website
- Exclusive recognition in newsletters, reports, and press releases
- Branded opportunities at fundraising events



Frequently asked questions



How are donations used?

Every pound donated is reinvested into our services, directly benefiting those in need.



What does sponsoring a charity mean?

Charity sponsorship payments are different from donations because your company gets something related to the business in return. You can deduct sponsorship payments from your business profits before you pay tax by treating them as business expenses. Payments qualify as business expenses if BHT Sussex:

- publicly supports your products or services
- allows you to use our logo in your own printed material
- allows you to sell your goods or services at our event or on our premises
- links from our website to yours



If you're unsure whether a charity payment qualifies as a sponsorship payment or a donation, contact the HMRC charities tax helpline.

What commitment is required from corporate partners?

Support can be financial, through employee engagement, or through gifts in kind. We offer flexible involvement to suit your business and your budget. We'd like to encourage multi-year commitments but are grateful for any support you can offer.



How can we get involved beyond financial support?

We encourage staff participation in volunteering, fundraising events, collecting donations, skills sharing and promotion of our fundraising appeals. There are many ways you can get involved outside of financial support, see our Opportunities section on page 7.



How will we know what our impact has been?

We provide regular updates and annual impact reports, ensuring transparency on how your contributions are driving change.



Let's make a difference together

Join us in changing lives across Sussex. We would be thrilled to have you join us as a corporate partner and would welcome the opportunity to meet to discuss the different ways our partnership could work.

Our contact details



fundraising@bht.org.uk



01273 645400



bht.org.uk

Follow us



[@bhtsussex](https://www.instagram.com/bhtsussex)



[/bhtsussex](https://www.facebook.com/bhtsussex)



[/company/bht-sussex](https://www.linkedin.com/company/bht-sussex)