

Community Stakeholders

Legacy Partnership

We are proud of our Co-operative difference, the strong local communities that we live, work in and support are at the heart of everything we do.

Our charity fundraising partnerships are a very important part of the work of our Regional Communities, but as these partnerships end, we know it is the right thing to do, to continue to have a relationship and work with these important local stakeholders, away from fundraising on a mutually beneficial basis.

LEGACY PARTNERSHIPS

<p>What is a legacy partner?</p>	<p>At the natural end of a Regional Community charity fundraising partnership, the group concerned moves from being a partner that we commit to fundraising for, to that of a partner that we work with on a co-operative and mutually beneficial basis to support and maximise opportunities for both Midcounties and the group.</p>
<p>What does this mean for the group and our Regional Community?</p>	<p>The group will have our agreement to continue to work with them (outside of a fundraising level) to support them with promotion of their work and activities at a local level.</p> <p>The group will, in turn agree to continue to promote Midcounties, its services and benefits of membership to their local community and service users.</p>
<p>What does this two-way partnership look like?</p>	<p>Working together to support each other and maximise opportunities both parties will:</p> <p>Promote each other face to face, online and via social media; actively promoting the benefits of being a member of Midcounties Co-op, its key events and similarly we will promote their services, events and activities locally and/ or via our community webpages.</p> <p>Actively attend each other's events where appropriate to support showcasing and networking opportunities, to include but not restricted to The Midcounties Co-operative's AGM, local half yearly meetings, local in person member join in days and Co-op Conversations both live and on-line, this in turn applies to our presence at the group's own local meetings and events where practical.</p> <p>We will ask that the partner supports and promotes the services of Midcounties Co-op including shopping with us i.e. refreshments for community meetings and events to be purchased from Midcounties Co-op Food Stores where possible and visibly showcasing that products have been purchased from Co-op Food at their local meetings.</p>

<p>Us helping them to help themselves</p>	<p>The legacy partner will have the opportunity to apply to our Community Grants Programme each year, which provides grants of up to £500.</p> <p>Our larger Foodmarkets can offer in-store collection/bag packing slots to local groups – of which our legacy partners may wish to utilise to help their own fundraising.</p> <p>Our Co-op Conversations and local member events have proven very successful in helping to raise awareness of local causes or needs – our legacy partners will have the opportunity to present at an in person or on-line event to talk to our members about their work and the partnership with Midcounties.</p>
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HOW WILL WE DO THIS?

<p>Contact</p>	<p>The partner will retain the contact details of the Regional Community Ambassadors they worked with during the fundraising partnership; best practice would say that the legacy groups should attend at least two of the main Regional Community meetings each year where this is practical.</p> <p>The community team email address/Co-ordinators telephone numbers will also be made available to them for enquiries.</p>
<p>Visibility of the partnership</p>	<p>We will provide them with logos, socials handle etc. so that that Midcounties has a presence on their own platforms.</p> <p>The Community Hub pages of the Midcounties Co-op website will host all the groups details for our members to view and contact.</p>

CONTACT INFORMATION

<p>Email the Community Team</p>	<p>yourcoop.community@midcounties.coop</p>
<p>Regional Community Co-ordinators</p>	<p>Louise Brown: 07779 343740</p> <p>Barbara Dunne: 07976 055547</p>