



# 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

<b>What is a legacy partner?</b>	At the natural end of a Regional Community charity fundraising partnership, your group moves from being a partner that Midcounties committed 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.
<b>What does this mean for our charity?</b>	<p>Your charity will have our agreement to continue to work with you (outside of a fundraising level) to support with the promotion of your work and activities at a local level.</p> <p>Your charity will, in turn will agree to continue to promote Midcounties, its services, benefits of membership and its key events to your local community and service users.</p>
<b>What does this two-way partnership look like?</b>	<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 where possible; we ask that you actively promote the benefits of being a member of Midcounties and key events, similarly we will promote your work 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 a presence at your group's own local meetings and events by a representative of Midcounties where practical.</p> <p>We ask that your group 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 Coop Food Stores where possible and visibly showcasing that products have been purchased from Co-op Food at local meetings.</p>



### Us helping you to help yourselves

You will have the opportunity to apply to our Community Grants Programme each year, which provides grants of up to £500.

Our larger Foodmarkets can offer in-store collection/bag packing slots to local groups – of which you as our legacy partner may wish to utilise to help support your own fundraising more information [here](#) (*scroll down to in-store collections*)

Our Co-op Conversations and local member events have proven very successful in helping to raise awareness of local causes or needs – your group will have the opportunity to present at an in person or on-line event to talk to our members about your work and the partnership with Midcounties.

## HOW WILL WE DO THIS?

### Contact

You will retain the contact details of the Regional Community Ambassadors you previously worked with through the fundraising partnership, you may be invited to attend at least two of the main Regional Community meetings each year to discuss your calendar of events that we may be able to support you with through volunteering and local promotion.

The community team email address/co-ordinators telephone numbers will also be made available to you for enquiries.

### Visibility of the partnership

Please use the following social media handles to tag us into your posts as appropriate:

- **Facebook** – [www.facebook.com/themidcountiescooperative](http://www.facebook.com/themidcountiescooperative)
- **Twitter** – @midcountiescoop
- **Linkedin** – [www.linkedin.com/company/yourcoop](http://www.linkedin.com/company/yourcoop)

We will provide you with our logo – for use on your social media platforms to show us as a partner

The Community Hub pages of the Midcounties Co-op website will host all the legacy partner groups details for our members to view.

## CONTACT INFORMATION

### Local Regional Ambassador

Please continue to use the email address/telephone number you will have on file for your local contact or get in touch with the community team via the email below.

### Email the Community Team

[yourcoop.community@midcounties.coop](mailto:yourcoop.community@midcounties.coop)