



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

What is a legacy partner?	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.
What does this mean for the group and our Regional Community?	<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>
What does this two-way partnership look like?	<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>



Us helping them to help themselves

The legacy partner 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 our legacy partners may wish to utilise to help their own fundraising.

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.

HOW WILL WE DO THIS?

Contact

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.

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

Visibility of the partnership

We will provide them with logos, socials handle etc. so that that Midcounties has a presence on their own platforms.

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

CONTACT INFORMATION

Email the Community Team

yourcoop.community@midcounties.coop

Regional Community Co-ordinators

Louise Brown: 07779 343740

Barbara Dunne: 07976 055547