

Gi TALKS

CHARITY

Fundraising is integral to Gi Group UK's responsible business activity and our employees have already raised in excess of £30,000 for our nominated charity - Macmillan Cancer Support, through a wide variety of activities organised by our team.

Here Aimee Bailey talks about our commitment to charity work.



Name
AIMEE BAILEY

Job Title
**GENERAL MANAGER –
BRANCH NETWORK SOUTH**

Employer
Gi GROUP UK

Location
MIDLANDS

Q1 What is your role when it comes to charity work at Gi Group UK?

I am a member of the Gi Group UK CSR Committee and also the elected Chairperson of the Gi Group UK Charity Committee.

I have held this position for two years and as Chairperson I am heavily involved in organising national charity events for our permanent employees to get involved in.

I also manage the relationship with our nominated Charity of the Year, Macmillan Cancer Support and keep the business updated on how we are progressing towards our fundraising goal.

Basically I'm the 'go to' person for anything related to charity work at Gi Group UK.

Q2 How long has Gi Group UK carried out organised fundraising activities?

Members of Gi Group UK have been involved in local and national charity fundraising activities for many years but in 2015, as part of our commitment to CSR, the company decided to nominate one UK charity to support each year.

In our first year we selected Help for Heroes and currently we work with Macmillan Cancer Support.

Q3 How has the Gi Group team responded to the chosen charity, Macmillan Cancer Support?

The UK team has responded extremely well to this charity. It was clearly a popular choice! In fact 90% of Gi Group UK teams have raised money for Macmillan Cancer Support (so far).

We've seen some really creative, fun and challenging fundraising events take place including a 'walking on hot coals' challenge, a 'Bushtucker Trial', a golf day, a marathon cycle ride, various competitions and lots of cake sales.

Q4 What impact has the fundraising activity had on employee engagement?

Fundraising activities have positively enhanced employee engagement and client engagement too. Our employees recognise and appreciate that fundraising isn't just about making a cash donation but

can involve collaboration with colleagues, clients and candidates – and it promotes teamwork and a sense of achievement.

Q5 What recommendations would you make to an organisation which is considering partnering with a charity?

Firstly, I would recommend that permanent employees are given an opportunity to vote for the charity that the company will work with – this will greatly help in gaining their commitment and interest in fundraising.

If it is the first time an organisation will be working with a charity on a national level, I would recommend choosing a charity that can offer an adequate level of support and guidance.

Finally, nominate 'Charity Champions' across the business; individuals who will help communicate charity news, mentor individuals or teams who wish to fundraise and generally promote the cause.

Q6 What does 'responsible business' mean to you?

A responsible business should look after all stakeholders; so in recruitment that is candidates, permanent colleagues and clients.

In my opinion, it is imperative that a company looks at continuous improvement and aligns their service offering with the needs of their stakeholders.

Trading ethically, being environmentally sensitive and aware of community goals is also important and plays a part in being a good employer.