

# Benefits of a Charity Status

# Recap

- Last time we discussed the various legal entities
- Types of charity
  - Charitable Incorporated Organisation (CIO)
  - Charitable Company Ltd by guarantee
- NACC is currently an unincorporated association

# Benefits of becoming CIO

- We are currently a not for profit organisation anyway
- We raise awareness and campaign for issues effecting care and catering in the community
- But – do people know at the moment our NACC legal structure?
- Would it make a difference if they investigated and saw we were an unincorporated association as opposed to a limited company or a registered charity?

# Benefits of becoming CIO

- CIO status would give us:
  - Registered charity number
  - Option to call ourselves a charity
  - Benefits would be:
    - Fund raising – donations, legacies, grants, gifts, giftaid, match funding
    - Greater membership engagement (people can raise money on behalf of the NACC... e.g. run the marathon)
    - People like to give to charity targets (totaliser) and gives us an option to create a fund raising goal
    - Free Google advertising

# Benefits of becoming CIO

- Gives us greater options moving forward for the size and structure of the organisation.
  - For example if membership were to grow to 1000 or more would it be fit for purpose?
  - Is it realistic for it to be run by a group of volunteers?
  - CIOs can be membership organisations where trustees are elected from membership, plus can have paid employees as well
- Better public perception of the organisation
- Individuals can still pay monthly/annually by DDM
- Corporate benefits (Microsoft free office 365)
- Use funds to investigate viable and sustainable alternatives for MOW & lunch clubs
- Promote good ethical & environmental practices
- Have a definitive role in combatting malnutrition in community; awareness, prevention, training, research, sponsoring, campaigning, voice!
- Develop more resources (online, social media, publications, community events)
- Therefore a greater knowledge and expertise in our field

# Benefits of becoming CIO

- Get more people involved;
  - Donate
  - Volunteers
  - Campaign
  - Fund raise
- For example
  - McMillans coffee morning
  - Community events to rebuild neighbourhoods and encourage people to look after each other more. Inviting an older relative to dinner etc