



# MEMBERSHIP

**A better Reading ... for everyone**

## Connecting ...

-  ConnectReading
-  @ConnectRdg
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Registered Charity: 1113150  
Registered Company: 4956922

# WHO WE ARE

We find ways for our members to connect with the local community, creating meaningful **connections** ... From conversations which create cross-sector partnerships to saving redundant resources from landfill, there are benefits to joining Connect Reading!

We use an **innovative**, cross-sector approach to ensure actual needs are met. The result? It's easier to create - and benefit from - **social value**.

Over the years, we have become the go-to place for information and guidance around connecting with businesses. We involve companies in local initiatives, supporting causes like yours. We're all about **equality**, creating opportunities for members to **learn** from one another. Why? Because each of you have a unique, valuable contribution to make.

In addition to our events - which provide regular **networking** opportunities for skills, expertise and ideas sharing - the Connect Reading team sit on boards and strategic groups to ensure we stay in the know about real needs.

We care deeply about our **local** community and partnering with our members makes a **long-lasting**, positive impact on our town. Our main annual events improve green spaces and make a real difference to the lives of disadvantaged local children.

Our vision is at the heart of all we do. We do it to **build a better Reading, for everyone**.

# GETTING TO KNOW YOU

Connect Reading wouldn't be what it is without all of our wonderful members!

We do **more** than help you to simply meet your organisations needs. During membership meetings, we scope your needs and interests so that we can **link you with various sectors in projects that really make you tick**.



# BENEFITS OF MEMBERSHIP

Connect Reading members gain access to some fantastic opportunities. We'll connect you with opportunities to **meet real needs**; benefiting not just your organisation and beneficiaries but also the wider community of Reading.

## Opportunity to Host a Team Challenge

If your organisation would like to, we will help you project-manage a corporate team challenge. It's a chance to let businesses in the Reading area get a better idea of your work, and the positive impact you make on Reading. It's also an opportunity to build a longer partnership with the business if they take a specific interest in your work - with potential opportunities for fundraising and sponsorship in the future,

## Connect Reading Events

As a member you gain access to our Connect Reading events. These are great regular networking events, with opportunities to build skills, expertise and share ideas.

**Connect Reading Ticketed Events:** Free attendance for you and 3 colleagues or guests to attend.

**Member Networking Events:** We host one Member Networking Event EVERY MONTH. It's a brilliant opportunity to network with multiple sectors. You're also welcome to bring 1 guest to any of these - it's all about the connections!

**Member Forums:** As a member, you are able to help shape the direction of Connect Reading. Join us for our Annual Round Table Forums.

## Bespoke Support

**1-2-1 Planning & Support:** An introductory meeting to scope your organisation's needs and interests. We're also at the end of an email to try and help you with any additional queries you have. We offer bespoke advice and support on a range of topics, and if we can't help you, we'll signpost you to someone who can!

**Access to Connect Reading Resources:** We have helpful templates, guidance and policies, as well as great contacts with various organisations to connect you with other resources.

We are grateful for the support you give us. The networking meetings are great and the links you help us make with local organisations that can support the school are really helpful!

**CHARLOTTE WILSHER**  
Local Specialist SEN School



# BENEFITS OF MEMBERSHIP

## Access to our popular projects plus additional PR

**Reading RESCUE:** Our bi-annual environmental clean up is sponsored by Thames Water. Reading RESCUE improves green spaces and is a great opportunity to do something with your team or pupils, together, outdoors.

**The Giving Tree:** We work with charities and non-profits to give over 2,000 disadvantaged local children a Christmas present. Get in touch to see if we can support your beneficiaries this year: [events@connectreading.org.uk](mailto:events@connectreading.org.uk)

**Easter Egg Appeal:** We help disadvantaged local children have an 'egg-celent' Easter, giving away 1,500 eggs. Similar to The Giving Tree, see if we can support your beneficiaries this year: [events@connectreading.org.uk](mailto:events@connectreading.org.uk)

As a member, we'll help promote you when you take part. You'll get increased coverage from our social media channels.

## Positive Environmental & Local Impact

### Access our linking system:

We connect businesses and organisations, so that redundant resources can benefit the community and voluntary sector. The positive environmental impact and additional great social value help less head to landfill, and more into making our local organisations better equipped spaces to work in.

## PR & Marketing

**Monthly member's newsletter:** Make connections, share skills & resources with other local organisations. Hear all the latest member news and benefit from exclusive member offers.

**Promote your organisation:** We shout about our members on social media ... A LOT. We'll share your involvement in our events and projects and regularly feature and re-share your general content, too.

**"Spotlight On" feature:** Share who you are and what you do. The feature piece publicised in our member and non-member newsletters as well as across our wide-reaching social media.



# MEMBERSHIP FEES

In order to we connect with and support as many causes and sectors in Reading as possible, we have a **sliding scale for membership**. Fees were static since 2015 but in January 2020 the decision was made to increase them.

However, due to the strain of COVID-19 on members from every sector, we **paused that increase until April 2021**. The figures below are our charges, now aligned with the Charity Commission & Companies House definitions of organisation size and turnover.

Here are our charges for charities and non-profits. Our membership year runs from April to March. Members who join at other times of year are charged according to the remaining quarter/s for that financial year.

## Education

State Schools & Academies	£50
Private Primary Schools	£200
Private Secondary Schools	£500
Colleges	£1,500
Universities	£3,500

Absolutely overwhelming, the generosity of all including the amazing support and organisation from Connect Reading team!

The Easter Egg appeal really helps to bring a smile and lets people know they are seen and they are thought of and that can mean everything!

**CLAIRE HARRISON**

Fifi's Vision C.I.C.

## P.S. We're putting our money where our mouth is ...

In December 2020, COVID prevented us from running our usual Giving Tree campaign, so Connect Reading committed to underwrite The Giving Tree project.

Why? Because we passionately believed that every disadvantaged child deserved to receive a Christmas present through the project. This cost us over £4,000.

