Corporate Partnerships with the Canal & River Trust

**About us**

We believe that spending time by water makes us happier and healthier.

Our waterways have the power to make a real difference to people’s lives and we want more people to enjoy these benefits by making our canals and rivers part of their daily life.

We’re the charity looking after 2,000 miles of canals and rivers in England and Wales.

**Overview**

* We became a charity in 2012 when British Waterways moved into the third sector
* We help to enhance the wellbeing of 8.5 million people with waterways on their doorstep
* We spend in excess of £150m each year to maintain and improve the network, providing free access and opportunities for recreation and enjoyment
* We deliver 671,000 volunteering hours and engage 92,000 young people every year

**Our values**

Caring  
Open  
Local  
Involvement  
Excellence

**Our approach**

* We are a credible & established partner for business with a track record of working with companies from across sectors, including finance, utilities, retail and professional services
* We have a strong track record of delivery and brand resonance (there are 4 million regular waterway users)
* We offer a range of opportunities at a local, regional and national level, including strategic partnerships, sponsorship, brand and marketing and employee fundraising
* We believe in long-term relationships built on shared values, purpose and objectives

**Our offer**

We have a national reach into the heart of cities, towns and communities across England and Wales.

Our partnerships support the green and blue recovery, transforming places and enriching lives through:

* Promoting health and wellbeing
* Protecting and restoring nature
* Providing inclusive opportunities

**Promoting health and wellbeing:** supporting physical and mental health, using canals and towpaths as places to exercise, reflect and recharge

**Protecting and restoring nature:** investing in waterways as a critical ecological network of urban green and blue infrastructure, helping deliver climate action

**Providing inclusive opportunities:** using canals as shared places for outdoor learning to engage and inspire young people and adults alike

**Partnership opportunities**

Engage, inspire and motivate your people

* Team-building days
* Leadership and strategy away days
* Employee fundraising campaigns

Reach into the heart of your communities

* Engaging customers, community groups and young people
* Future skills development and STEM learning
* Addressing inequality and promoting social inclusion

Take action for a sustainable future

* Habitat creation, climate mitigation and tackling pollution
* Urban regeneration and renewal
* Transforming places for people, nature and communities

**Reaching key beneficiaries**

Employees

* Motivating and connecting teams
* Recruitment and retention
* Environmental awareness and action

Customers

* Profile and brand differentiation
* Demonstrating your sustainability credentials
* Engagement and story-telling

Communities

* Cohesion and wellbeing (Covid recovery)
* Diversity and inclusion
* Recognition and reputation

**Delivering measurable outcomes**

A partnership with the Trust can deliver measurable wellbeing, environmental and social outcomes, in support of the United Nations SDGs

**Getting in touch**

We look forward to continuing a conversation to better understand the needs and interests of your business.

Please do get in touch to explore opportunities.

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www.canalrivertrust.org.uk/corporate-partnerships