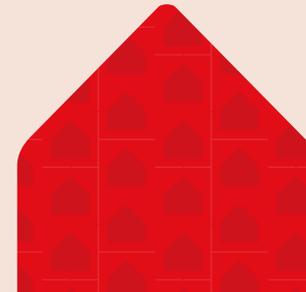




Become a  
**CRASH Corporate Patron**

Company registered in England & Wales No 3175906. Registered Charity No. 1054107.





“CRASH charity is the treasured achievement of the construction industry, a beacon of integrity and commitment that supports homeless people and children and adults with life-limiting illnesses in hospices around the UK. CRASH provides help for people when they are at their most vulnerable.

Whatever your company’s purpose, by partnering with CRASH you will achieve your social impact effectively and with pride in your company’s success and your industry charity. Our corporate Patrons are the beating heart of this unique charity and we would love you to join us.”

**Francesca Roberts, Chief Executive  
CRASH charity**

CRASH is your industry charity. Be proud of it. Be part of it.





People who are homeless need the chance to find a way off the street and into a place they can start to call home. CRASH helps because every person needs shelter, dignity and the chance to re-build their life. No one intends to end up sleeping rough and those who find themselves there need our help.

CRASH also believes that children and adults who require hospice care deserve buildings that offer dignity, peace, and compassion until the last moment of their lives. Our work is about creating buildings for vulnerable people that you would want for yourself and the people you love.

**It is the right thing to do, and the construction industry has the power and integrity to deliver it.**

Constructing places that care for people.



## **CRASH is your industry charity. Be proud of it. Be part of it.**

The purpose of CRASH charity is to reach out and help adults who are homeless, and children and adults who need end of life care in a hospice by constructing or refurbishing the buildings and spaces they need. This might be a day centre or a hostel that can provide shelter, a home and guidance for people who have been homeless. Or it can be welcoming, well designed rooms for children and adults at a hospice who need care, compassion, privacy and dignity.

**It is an honour to bring together the professional expertise, products, and generosity of the construction industry – constructing places that care for homeless, sick and vulnerable people.**

CRASH is the social impact charity of the UK construction industry. Our Corporate Patron companies underpin every construction project we undertake; we simply could not continue our essential work without their practical support and generosity.

Our charity partnership with the construction industry demonstrates how we can build a more caring society together.

Constructing places that care for people.



(left) Refurbishment and (top right) the new car park at Rennie Grove Hospice Care.  
(bottom right) The new entrance and reception for Blythe House Hospicecare.



“CRASH gives us total confidence in the hospice or homelessness charity we’ve been asked to help, as they carry out full due diligence before presenting a project to us. And what we love about our partnership is that it’s not just about raising money – we get fully involved in delivering building projects.

Some of our junior staff gained their first experience of a live job working on a CRASH project. But most importantly, through our partnership with CRASH we’ve been able to leave a long-term legacy that will improve the lives of some of society’s most vulnerable people.”

**John O’Grady, Divisional Commercial Director – Building  
VolkerFitzpatrick**

CRASH is your industry charity. Be proud of it. Be part of it.





## Our vital work to



### TRANSFORM

We transform hostels, day centres, night shelters and move-on accommodation for homeless people across the UK.



### CREATE

We create caring environments where children and adults who need end of life care in a hospice can spend precious time together with the people who mean most to them.



### DELIVER

We help companies to deliver meaningful social impact that has long-lasting benefits to communities across the UK, creating a more caring society.

Constructing places that care for people.



## What CRASH can offer to beneficiaries

CRASH has built long-lasting, significant partnerships with companies in the construction industry. We work collaboratively with all the projects we support to deliver assistance in three ways: pro bono or discounted professional expertise, free or discounted construction products and grant giving.

### Pre-construction

- Advice on the suitability of a property
- Guidance on planning applications and building regulations
- Tendering and procurement advice
- Site surveys and reports
- Assistance with developing a design brief
- Design (architect or input from an engineer)
- Cost plans
- Feasibility studies

- Grants to help with fundraising or at an early stage to help with design development

### During Construction

- Sourcing free or discounted construction products

### Post-construction

- Maintenance guidance and plans.
- Advice on dilapidations



## Join our Corporate Patrons

CRASH Corporate Patron companies are the beating heart of the charity and underpin every project we deliver. We could not undertake our vital work to help homelessness charities and hospices without their involvement. We are sincerely grateful to each and every one of them.



AECOM



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■ GEBERIT



◀ KILNBRIDGE



Taylor Wimpey



VolkerFitzpatrick





“Getting involved with CRASH makes a difference to your business. People recognise your company is serious about Corporate Social Responsibility (CSR), giving something back to the communities in which you work and making a difference in the world in which we all live.

It also makes your organisation one that people are proud to work for. One that does more than just its job. But for me it is the feedback from the people that get involved in fundraising or helping on a project that is the most rewarding. They get a great sense of pride that they have been involved with something that has made a difference.”

**Alan Brookes**, Global Chief Operating Officer  
**Arcadis**



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New build short-term accommodation for people who have been sleeping rough. Resulting in six accommodation units with bespoke interiors, a food preparation room and multi-purpose activity room at Pilsdon Community.

Constructing places that care for people.



# Why you should become a CRASH Corporate Patron

From winning public sector contracts and achieving your CSR goals to attracting and retaining the best people, there are many business benefits to becoming a CRASH Corporate Patron.

## Active Social Impact

- Work strategically with your industry charity to help deliver construction projects for homeless people, and children and adults needing end-of-life care
- Achieve your Corporate Social Responsibility (CSR) targets
- Showcase your products and share your professional expertise to help people
- Get an annual Social Value Report detailing your company's involvement, the financial values and the social impact of your support

## Inspiring and Engaging Employees

- Professional development of staff through skills-based volunteering and secondment opportunities
- Learning opportunities for graduate employees
- Team building through company fundraising events in aid of CRASH
- Social Responsibility is known to increase employee loyalty



# Why you should become a CRASH Corporate Patron

## Brand Exposure

- Promote your company's social impact with CRASH to your clients, employees and shareholders.
- CRASH will promote your excellent work to the industry via press, social media, communications and our website.

## The Difference You'll Make

- Effective, measurable and tangible social impact across the UK.
- Reduce construction costs for charities.
- Investment in people and communities.
- Your patronage will underpin CRASH charity and every project we support.

## Make New Contacts With:

- Other CRASH Corporate Patrons in your industry.
- Charities CRASH supports.
- Industry leaders at exclusive CRASH events.

## New Experiences

- Direct involvement with homelessness charities and hospices who will benefit from your expertise and knowledge.
- The opportunity to visit CRASH projects to see first-hand the impact your patronage has had.



“BAM’s purpose is to create sustainable environments that enhance people’s lives and being a CRASH charity Corporate Patron enables us to put these words into action.

Over the past 10 years BAM has worked side by side with CRASH on a number of projects to support homelessness charities and hospices across the UK and fundraising activities like the Dragon Boat Challenge and The Big March have given our staff the opportunity to support some of most vulnerable people within our community. It’s a real privilege for us to be a Corporate Patron and help CRASH to deliver long-lasting benefits to society.”

**James Wimpenny, Executive Director, Construction  
BAM UK & Ireland**

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“Patients will now have easy access to our new kitchen, dining room and courtyard. Thank you CRASH for giving our terminally ill patients, visitors and staff something special.”

**Greenwich & Bexley Hospice**



“We couldn’t be happier with our beautiful new dining room. Thank you CRASH and all your Corporate Patrons. Your work will benefit hundreds of lives every year for years to come.”

**Caritas Anchor House**



“The transformed house is now full and supporting residents in recovery from homelessness and addiction. CRASH’s input and support has been immense and incredibly reassuring.”

**Kairos Community Trust**



“Our families are delighted with our new flat. It is a wonderful sanctuary they can retreat to, to get a break from caring for their terminally ill children. Thank you to CRASH and their Corporate Patrons.”

**Helen & Douglas House**

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**(left)** Refurbishment of the dining room at homelessness charity Caritas Anchor House.  
**(top right)** A new bedroom at Richard House Children's Hospice.  
**(bottom right)** Refurbished family apartment at Helen & Douglas House children's hospice.

Constructing places that care for people.



“At Saint-Gobain and British Gypsum our purpose of “Making the World a Better Home” aligns fully with the ambitions of CRASH charity. We serve to make lives better by providing comfortable living spaces. We recognise that this can make a real difference to people and can transform lives.

British Gypsum is a founding Corporate Patron of CRASH and over many years we have demonstrated our commitment to support CRASH and to helping people at a time when they are most vulnerable, through fundraising, donation of materials and leveraging the good will and professional expertise of our people.”

**David McGarry**, Human Resources Director  
**British Gypsum**

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## Our work



### Ashgate Hospicecare

The hospice provides palliative and end-of-life care to the people of Derbyshire. A dedicated team helps to improve the quality of patients' lives after receiving a terminal diagnosis, when every day is precious.

CRASH channelled the professional expertise and products of our Corporate Patrons to transform cramped three-bed bays into nine spacious individual bedrooms, all with private access to an external terrace, creating a beautiful, modern and dignified environment.

“ Our patients and their loved ones now have a beautiful, private space to spend precious time together. The incredible saving on professional services and construction products could pay for a nurse for a year. We cannot thank CRASH and their Corporate Patron companies enough for all their help on the project. ”

Alison Ward-Foster, Partnerships Manager at Ashgate Hospicecare



## Our work



### Caritas Anchor House

The homelessness charity in London is proud to be more than just a roof over the heads of the 140 people who call it home.

CRASH Corporate Patrons and supporters came together to completely gut and rebuild their large, run-down lounge into a fresh and inspiring space, zoned for socialising, working and quiet areas for relaxing.

“I was living on the street before I got a room of my own here. I can’t believe how lovely the new space is. I’m going to take some photos for my son because I’m so proud of my home.” Cathy, resident.

“ We are delighted to have opened our newly renovated lounge to the residents. It is designed to be a multi-functional space for residents to unwind, build their social networks and most importantly, to feel at home. We’re so grateful to CRASH and their Corporate Patrons who transformed the hub of our building and our community. ”

Amanda Dubarry, Chief Executive at Caritas Anchor House

To see the difference you can make go to [crash.org.uk/projects](https://crash.org.uk/projects)



“We were looking for a charity that staff could get fully involved with. Not only by raising money, but really getting involved, giving something of themselves, their time and their skills. What we found in CRASH was all that and more. We have seen first-hand the impact of sourcing and donating furniture for homeless people’s accommodation to give them a decent new start in life.

We also helped with design and planning to create more bed spaces in supported accommodation for people recovering from addiction. The real benefit for us is that, through CRASH, our people know they can make a tangible difference to the lives of those less fortunate than themselves and that is something that money can’t buy.”

**Trevor Cotterell, Managing Director**  
**Areen Design**

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## Take the first step to becoming a Corporate Patron

Our Corporate Patrons are the lifeblood of CRASH charity.

**All our Corporate Patrons make an annual donation of £9000, \*eligible for tax relief;** these donations underpin the charity and every homelessness and hospice construction project CRASH supports, creating places that care for people in communities across the UK.

**If you would like your company to become a CRASH Corporate Patrons, please contact Chief Executive, Francesca Roberts, to find out more.**

We'd love to hear from you.

 **0208 742 0717**  **froberts@crash.org.uk**

 **crash.org.uk**  **@CRASH-charity**

### **\*Tax relief on charitable donations**

- Limited company (LTD) – charitable donations, donated by a company to a UK registered charity are an allowable expense and therefore reduce the company's taxable profit, and in turn reduce their corporation tax bill.
- Limited liability partnership (LLP) or business partnership – the partners can claim their share of tax relief on their share of the donation via their own Self-Assessment tax return.

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