

Corporate Social Responsibility - A New Approach?

Only a few years ago large corporate businesses began facing criticism for being too greedy and only interested in profit at any expense – the individual, the community and the planet. Recent problems in the financial sector around the globe have done little to convince us that this has changed, yet many large private sector organizations have begun to address the issue of corporate social responsibility, considering for example their emissions, impact on climate or indeed providing resource to the third sector.

Good companies realise that to achieve sustainable success they have got to look further than the balance sheet and dividends to shareholders. Corporate Social Responsibility (CSR) is high on the Government agenda and is moving further up the Corporate Agenda.

CSR FROM DAY ONE AT AD ESSE

Our company has ensured that CSR will be an integral, year round activity from the very start.

Set up in 2004, Ad Esse Consulting Ltd. was formed by Directors with a determination to do things differently from other consultancies. Just one of those key differences is our approach to CSR. Beverley MacIntyre is the Director with overall responsibility for her organisation's approach to CSR.

Our consultancy focuses on delivering sustainable performance improvement for client organisations. Our staff have many years experience of helping organizations drive improvement to bottom line results and outcomes. Most of our clients are Public Sector organizations and we recognise the importance the Government is placing on both CSR and the "Third Sector", charities and voluntary organisations. As a consultancy we only have a small impact on carbon footprint, although we have policies in place to reduce our use of resources, and to minimize personal transport. However, where we believe we can make a significant contribution is by providing pro bono consultancy to the third sector.

Charities and Voluntary sector organisations play a massively important role in our local communities and nationally. Increasingly they are under the same pressures to improve performance as any other sector and many recognize the competition they face for business and funding.

We know Ad Esse staff have the skills to help them deliver sustainable performance improvement, but they often do not have the resources to buy this help and support!

We therefore decided to make this the cornerstone of our CSR approach. Every Director and member of staff will provide free consultancy to a chosen charitable or voluntary sector organisation. "This is an ongoing commitment, not a one off activity"

In the last five years we have worked with a number of charities and voluntary organizations. Our prime charity is Marie Curie Cancer Care, and we describe our work with the charity below. Other charities we have provided support to within the first five years include: Nacro, the Rory Peck Trust, The Jewish Women's Aid, Community Innovation London, Sense and The Princes Trust.



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MARIE CURIE CANCER CARE

Marie Curie Cancer Care is one of the UK's leading cancer charities, whose vision is:

'At the end of life we want all patients with cancer to experience the best possible care, with the choice of being cared for in their own home'.

Established in 1948, the charity employs 2700 healthcare professionals and annually supports approximately 25,000 terminally ill people and their families. Care is provided in people's own homes, and in 9 hospices which are located throughout the UK. Marie Curie is also concerned with research into cancer and palliative care. About 70% of Marie Curie's funding comes from fundraising with the balance made up by the NHS for services provided to them.

We believe that Marie Curie is a forward-looking charity that provides an essential and excellent service within the UK. In the last five years we have provided pro bono improvement consultancy that has included:

- Coaching and mentoring for senior staff
- Support to develop a continuous improvement approach
- Project Management training
- Strategy development for fundraising
- Process improvement
- Workshop facilitation.

In addition each year a team of Ad Esse staff take part in the 10k Daffodil Run in Northamptonshire, it's not pretty but we raise further finds for a very deserving charity.

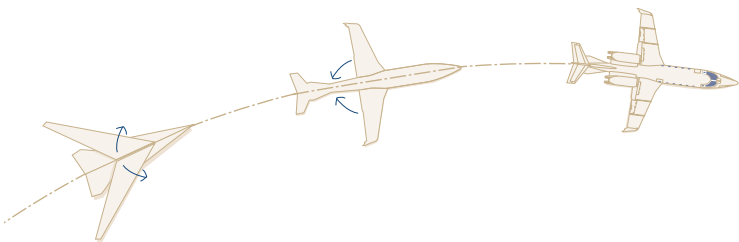
In 2009 Ad Esse was recognised for it's contribution to Marie Curie by winning the Corporate Volunteer of the Year Award.

If you would like to know more about Marie Curie Cancer Care please go to: www.mariecurie.org.uk

More Information?

If you would like more information about our CSR commitments, please contact Beverley MacIntyre:

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