

## Cause Related Marketing

Supershoes boosts the wellbeing of children & young people enduring treatment for cancer. We currently reach 1 in 5 of all children in the UK with a cancer diagnosis. With your help we can receive and produce even more Supershoes requests. Supershoes is a unique volunteer-led charity, so you can be sure that the funds you contribute are for one purpose: to provide the unique gift of a customised pair of Supershoes, to a child with cancer. We know that a pair of Supershoes enhances wellbeing, encourages vital mobility and helps them reconnect with their identity, that they are more than just their diagnosis.

Thank you for considering to support Supershoes with your business Cause Related Marketing. You will be able to demonstrate your Corporate Social Responsibility through linking a donation to a business activity with your customers, clients or prospective clients.

For example, for every new brief the business gets the opportunity to pitch/quote for they will donate £xx to Supershoes, gaining that all important first opportunity to impress. Alternatively, for every purchase of a particular product the business will donate x% or £x to Supershoes. A considered CSR approach, regardless of the company size, is central for any prospering business and is a benchmark by which stakeholders increasingly measure its appeal – by linking your marketing to your CSR this is further enhanced.

Supershoes has UK wide reach as we take referrals from every children's oncology unit in the country, which makes it relevant to your clients and stakeholders regardless of where in the country they are. As a charity funded 100% by donations we rely on our business Sponsors. Without them we couldn't operate, and we are very grateful for their ongoing support.

We are committed to sharing with our supporters the outcome of their donation enabling them to clearly demonstrate their Corporate Social Responsibility externally. Each business supporter has its own webpage, with a unique shareable URL, showing all the specific Supershoes they have sponsored. Super Sponsors will be regularly featured in our Social Media campaigns and feature on our website as a key supporter.

To understand our mission further please watch this 2 minute video explaining what Supershoes do and why: <https://www.youtube.com/watch?v=6M51G0J1UnM>

We'd love to hear from you and explore how we can support your CSR objectives whilst helping children and young people with cancer.

Email: [corporate@supershoes.org.uk](mailto:corporate@supershoes.org.uk)  
Call the Supershoes office: 01908 274944

<https://www.linkedin.com/company/supershoes/>

<https://www.twitter.com/SupershoesUK>

<https://www.instagram.com/supershoesuk/>

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