



# Perennial and Partnerships Growing Together

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Manager



Helping people  
in horticulture  
**Perennial**

# 180 years on and stronger than ever



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## 1839

- The Gardeners' Benevolent Institution is founded on 17<sup>th</sup> January at an inaugural dinner for gardeners and nurserymen.

## 1851

- Renamed The Gardeners' Royal Benevolent Institution, an honour granted personally by Queen Victoria.

## 1949

- First Christmas cards are sold; the first radio fundraising appeal is made.

## 1994

- York Gate garden near Leeds bequeathed to the Society. It continues to be thought of as one of the best small gardens in Britain.

## 2000

- The Gardeners' Royal Benevolent Society broadens its activities to help anyone in horticulture, from landscapers, nurserymen, arborists, and garden designers.

## 2003

- The Gardeners' Royal Benevolent Society adopts the name Perennial.

## 2008

- Perennial's national debt advice line is launched

## 2013

- Fullers Mill Garden in Suffolk is gifted to Perennial.

## 2019

- Perennial celebrates 180 years and undertakes a re-brand

# Festival Dinner



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*The Gardeners' Royal Benevolent Institution.  
Sixty-sixth Anniversary Festival Dinner, Whitehall Rooms, Hotel Metropole, London, June 16th, 1905.  
His Grace, The Duke of Westminster, in the Choir.*

# Building better futures for people in horticulture and their families



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- To help anyone who professionally makes or looks after gardens, sports grounds, woodlands and other green spaces.
- To help anyone who professionally works with plants, trees or grass
- To help those working in Garden Centres and working for suppliers of horticultural product
- We are the UK's only charity dedicated to [helping people who work in horticulture](#) when times get tough.
- We provide free and confidential [advice, support](#) and [financial assistance](#) to people of all ages working in or retired from horticulture.

# How we help



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- Perennial provides free confidential advice and support to those working in or retired from horticulture and their families.
- Our primary areas are:
  - Bereavement
  - Money worries
  - Ill health
  - Homelessness
  - Redundancy
  - Family breakdown

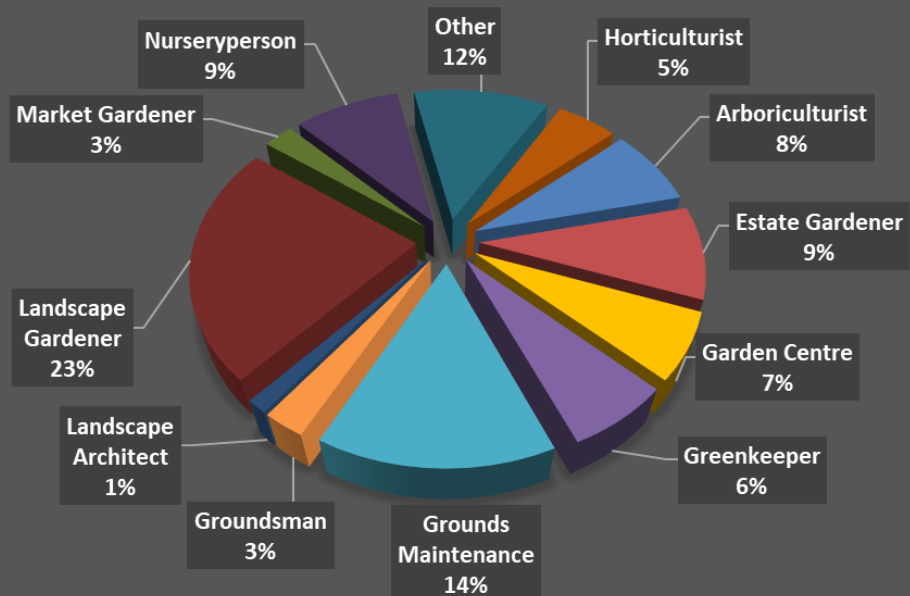
We understand the devastating impact any of the above can have, whatever the problem, we are here to help

# Some figures

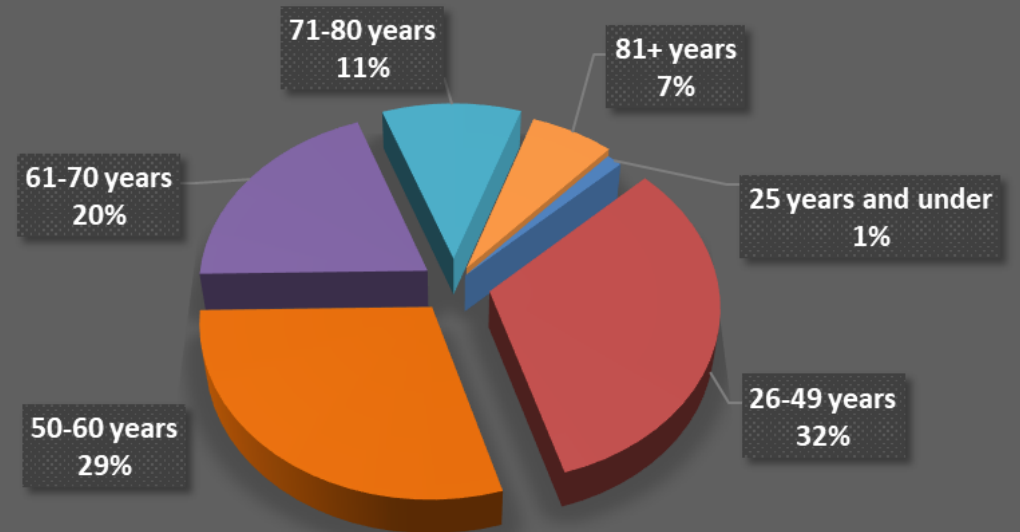


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## 5.12 Area of Horticultural Industry YTD



## 5.13 Age Range YTD

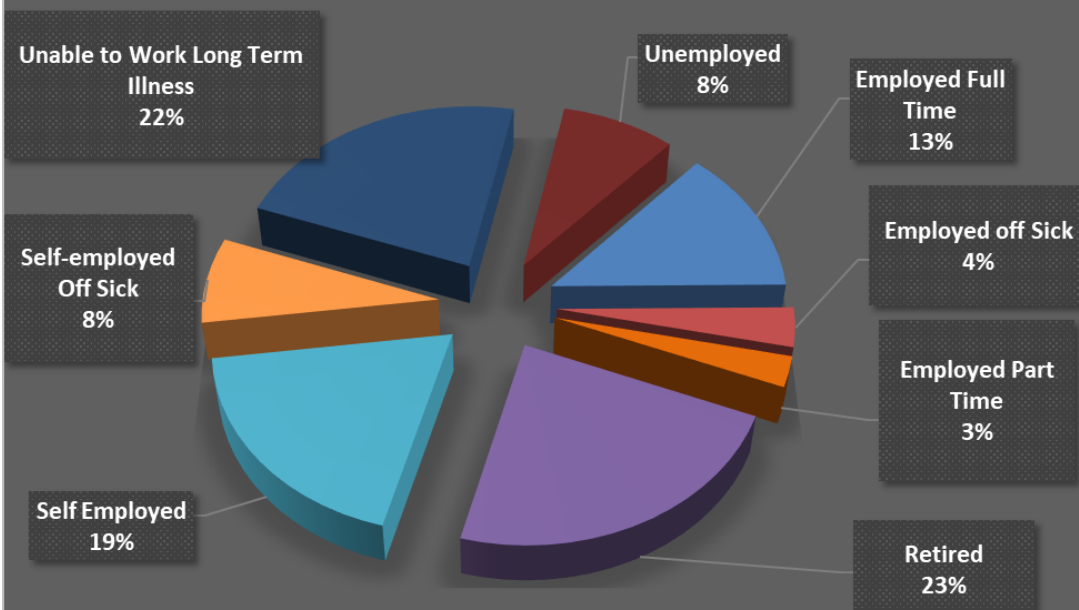


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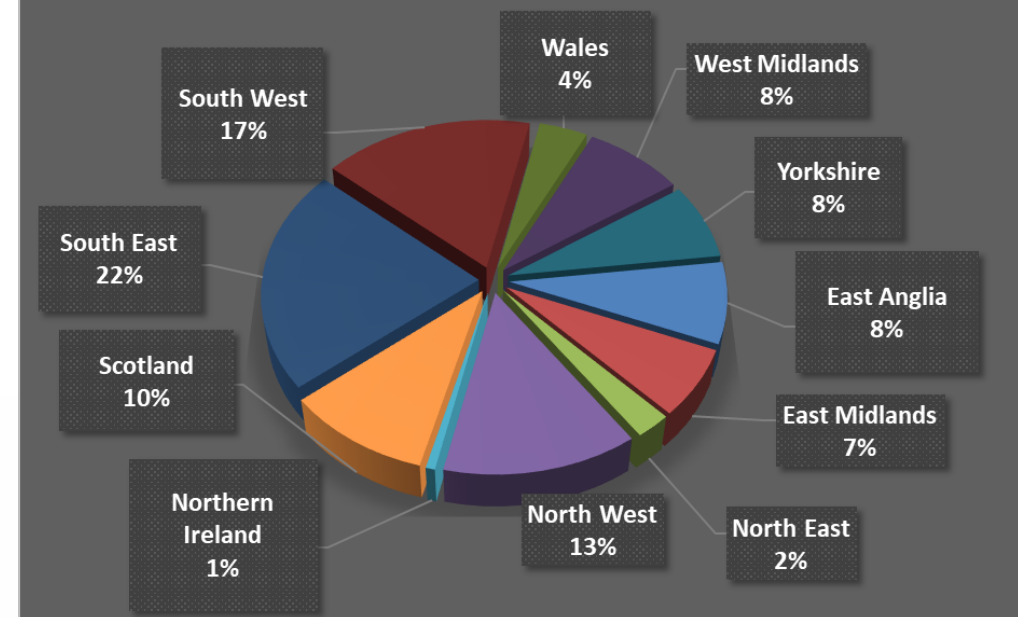


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## 5.14 Employment Status YTD



## 5.15 Regional Delivery YTD



# Social conditions leading to a bigger need for Perennial



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- 1 in 5 people live in poverty - half are in work
- 4.1 million children are living in poverty, up 500,000 in five years
- In-work poverty has risen faster than employment - increasing poverty among working parents
- 4.6 million people (7%) are living in persistent poverty
- The highest rate of persistent poverty is lone parent families (24%), followed by single men without children (12%)
- 1 in 6 pensioners live in poverty falling by a third over the last two decades



# Benefits of Partnering with us



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## **Define your corporate identity**

- Make the charitable element of your company a cornerstone for your brand
- Show the horticultural industry that you are ethical and trustworthy and have an affinity for the industry
- Define your company as different from your competitors (aids your brand image and acts as a key recruitment tool for attracting top talent to your business)

## **Better public relations and meaningful exposure**

- Sharing stories and case studies has benefits for your company on many different levels
- Visitors to your website can see what activities you are doing
- Coverage in the media can reinforce to current employees that they made a good job choice
- Demonstrate to clients, customers and business partners that your company and leadership team are dedicated to charitable causes.
- In many business award applications there is a question about the companies CSR (Corporate Social Responsibility) practices

# Continued...



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## **Enhance employee relations**

- Participating in employer-sponsored activities allows your staff the opportunity to participate in fundraising without taking time away from their work or families to help others
- Give employees a chance to give back to their industry will help instill a sense of pride in themselves and your company
- Making employees proud to work for your company that supports the horticultural industry can lead to increased loyalty and better staff retention

## **Improve Team building**

- When raising money together your employees will be able to partner across divisions and work in team environments outside of their direct work groups
- Promotes a greater sense of teamwork and unity among employees
- Opportunities to sponsor and participate in a charitable event

## **Create Networking opportunities**

- Through partnering with Perennial you will belong to a network of like-minded businesses

# What Perennial can offer you



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- Annual Partnerships offering real commercial value
- Support the partnership on Perennial website
- Advertising and editorial opportunities in Perennial News
- Advertising and editorial opportunities in Perennial e-News
- Sponsorship opportunities re. Perennial Special Events
- Support through Social Media
- Tickets to Perennial events eg. Party For Perennial, Festival Dinner
- Places in challenge events such as Great North Run, Royal Parks Marathon
- Opportunities for staff to create and participate in their own fundraising ideas
- Volunteer opportunities





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**Thank you and any questions**