



Working together for a safer world

MAG corporate partnerships



Saving lives and building futures

The commitment and support from all of our generous donors has enabled MAG to continue saving lives and building futures since 1989. The scale of the problem is vast with more than 70 states believed to be affected by mines, with at least 25 affected by uncleared submunitions. Our work is far from over, but with your support we can do so much more.

MAG provides crucial services in both technical clearance and in community development, enabling people to rebuild schools, clinics and roads on safe land. Thanks to the generous support of our donors, MAG continues to work tirelessly in conflict-affected areas and provides communities with a crucial economic opportunity for further development.

Ground contamination by unexploded ordnance (UXO) following a conflict is a major stumbling block to recovery and development for many communities around the world. Without the work of MAG clearing the remnants of conflict, regeneration and economic development would not be possible.

I do hope that we can count on your support and very much look forward to developing a beneficial partnership with you."



Lou McGrath OBE
Chief Executive



Lou (far left) checking contamination maps in Vietnam

Vineyard cleared in Lebanon

Saidoum is a village near Jezzine, north of Nabatieh, Lebanon. MAG cleared approximately 120 landmines from the village including both anti-personnel and anti-tank. There were also approximately 15 booby traps. All had been laid by the Israelis around one of their military positions, and were subsequently abandoned when they left South Lebanon in 2000.

At the site itself, there are some five families living. Today, the area we cleared is used for agriculture including a vineyard and the produce is consumed locally. The area was not targeted in the 2006 conflict, so this small scale agriculture continues, allowing the locals to build their own path to prosperity after the years of conflict.



Working partnerships

Working with MAG is more than supporting a charity. MAG is a young and dynamic organisation, which means we are flexible in our approach to working with companies.

Our dedicated and experienced staff can help you design an integrated calendar of support which is mutually beneficial. We also have dedicated and experienced media & PR support to maximise awareness of our fundraising partnerships and always work with partners to set clear objectives for the duration of support.

Making an impact

MAG plays a pivotal role in development for conflict-affected communities. By removing remnants of conflict which block access to emergency aid, social services, agriculture and trade, both the social and economic potential of a community is improved.

MAG is an innovative, impact-driven global-leader in humanitarian mine clearance. Your support will enable this work to continue and how we communicate this impact to your employees and stakeholders is a key element of any partnership.

Supporting MAG

Adopting MAG as your Charity of the Year can be a great opportunity for achieving corporate social responsibility goals, employee development, team building, and the generation of positive PR.

Employee fundraising

Getting your employees or colleagues to fundraise for MAG is an excellent way to raise money for a great cause, but can also encourage team work and fulfil aspects of your corporate social responsibility agenda.

Land contamination by unexploded ordnance (UXO) prevents many people from cultivating their land and can act as a barrier to other natural resources, perpetuating poverty. Just a small effort from your employees can go a long way to supporting MAG's life-changing work releasing land back to communities so they can thrive and prosper.

From monthly dress down days, raffles, sponsored events, sweepstakes and so much more, we will provide advice and assistance working with you wherever possible to ensure that awareness of your support of MAG is maximised along with the money raised (and we hope your employees will have fun too!).

Matched giving

By matching the donations made by your employees you not only motivate your employees but also make a huge difference to the lives of those living in conflict-affected communities.

Payroll giving

Offering your employees the opportunity to give through their salary to MAG allows them to give in a tax effective way. A payroll giving scheme is also simple to set up and administer.

Challenge events

From trekking in the mountains of Ethiopia, scaling the heights of Kilimanjaro, cycling from Somme to Flanders, or from Vietnam to Cambodia – MAG has a wealth of experience in successful international fundraising events whether you're an individual entrant or a group. We can also work with you to create a bespoke challenge event for you and your company.

Fancy something a little closer to home? We also have an annual series of UK-based events, including places in many of the most popular running events.

Challenge events are a great way to unite employees from right across your business, develop team morale, and generate company publicity.

Case study - ACCENTURE

In 2010, six friends and colleagues joined the MAG Vietnam to Cambodia bike ride, cycling 470km through spectacular landscapes. The team completed the gruelling ride, in extremely hot temperatures, with a fantastic team ethic and more than £50,000 raised for MAG's life-saving work.

"We were not the fittest, we were not the fastest, but we completed the challenge, and will remember it forever."



Did you know that **more than 90 per cent of MAG's income** is spent directly on clearance programmes? You can be confident that when you donate to MAG we will use your money as efficiently as possible.

Cause-related marketing

If you are looking to partner with a charity on a cause-related marketing promotion, then MAG could be perfect for your company. With experience from several successful partnerships, we can work with you to forge a unique and compelling campaign.

Such a promotion has been found to encourage 48 per cent of consumers to switch brands, and can also result in an increased positive perception by consumers (Business in the Community Brand Benefit Report October 2004).



Clearing landmines step by step

Leading online retailer The Sock Shop has supported MAG for several years through sale of their Step by Step MAG socks. For each pair sold 50pence is donated to MAG.

Novotel Vientiane "Donate a Dollar" scheme

Since June 2009 guests staying at the Novotel hotel in Vientiane, Lao PDR have been asked to make a donation to MAG as they check-out, which Novotel have committed to match.

Lao PDR is the most bombed country in the world per capita. More than 1.3 million tonnes of ordnance was dropped on the country between 1964 and 1973, with up to 30 percent which did not detonate.

MAG's clearance of UXO in Lao PDR means previously contaminated land can be used for agriculture, schools, access roads, bridges, irrigation canals, toilets and water supply.



Sponsorship

Sponsoring a MAG event, exhibition or publication can be a highly beneficial way to increase brand awareness for your company, whilst simultaneously highlighting your support of the UK's leading humanitarian mine action charity.

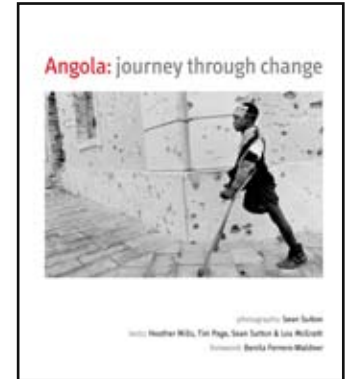
The award-winning photography of Sean Sutton is one of the key ways MAG seeks to raise awareness of the need for humanitarian mine action in conflict-affected countries. These stunning images can be seen in static and moving exhibitions, as well as hardback publications providing some excellent opportunities for sponsorship.

We will always be happy to work with you to build a mutually beneficial and attractive sponsorship package.

Over the last five years MAG has:

- Returned more than **20,000,000m²** of safe land to communities
- Destroyed more than **1,500,000** landmines and items of unexploded ordnance (UXO)

This has directly benefited more than **1,250,000** people around the world, as well as indirectly impacting on other social factors, such as local economies, trade, food security and health.



Donation

The easiest way to support MAG is by making a company donation. MAG needs to secure unrestricted funds so that we can remain responsive and flexible. This includes supporting the long-term goals of our existing programmes, as well as enabling MAG to respond to emergency situations around the world, such as in Gaza in 2009.

Emergency response in Gaza

During the conflict in January 2009 thousands of dangerous explosive items were dropped on Gaza, including air-dropped bombs, rockets, tank rounds and white phosphorous.

With experience of working in similar emergency situations in Iraq and Lebanon, MAG knew it was vital to ensure a rapid response to clear these items and educate the local population of the dangers. Two young children from Sheja'eyya were tragically killed just after the ceasefire while playing with a grenade. Unfortunately, they were not to be the only victims.

MAG was the first international NGO to enter Gaza after the ceasefire where we began clearance of UXO and provided 'risk education' to the local population. This work not only saved lives, but also made it safe for other NGOs to enter Gaza and provide emergency relief.



Your business can also claim tax relief on a donation to MAG no matter how big or small.

- Just £15 could cover the costs to field one fully equipped and trained deminer for a day.
- £2,000 could buy a metal detector

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MAG business groups

MAG Business Network Groups are made up of influential businesspeople committed to supporting MAG's life-saving work. Our business group members volunteer their time to raise money and awareness of MAG's work, whilst also benefitting from the subsequent networking opportunities.

Business groups have a regional focus and harness the goodwill and potential of the business community to develop a local identity, showcasing MAG's work through their own fundraising events, networking evenings and making introductions to aid MAG's fundraising.

Gifts in kind

The donation of goods or services can be just as valuable to MAG as financial support as it allows us to spend more of our money directly on our programmes around the world. Gift in kind support could include:

- Venues for events
- Auction prizes
- Expertise or training from your company

Support for our overseas programmes is also welcome, including: paramedic services, long-haul flights, cargo transport, batteries, diesel supply, bottled water and clothing.

MAG is an amazing organisation to be associated with. Once you realise that MAG's work is a fundamental prerequisite to any other humanitarian aid and economic regeneration then the case for getting involved is unarguable.

Any company becoming associated with a truly high quality brand like MAG will add substantially to its own brand value. Use of even a modest amount of marketing budget will deliver rapid payback.

Colin Slight – The Realization Group
(Chair of the MAG North West Business Group)

Thank you MAG for clearing the landmines and rebuilding the village. Now I can better my life and grow crops on my land

Chieu Nguyen, Landmine survivor and farmer, Truc Lam village, Quang Tri Province, Vietnam.

**MAG is a humanitarian organisation clearing the remnants of conflict for the benefit of communities worldwide.
MAG is co-laureate of the 1997 Nobel Peace Prize.
Registered charity no 1083008**

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