



RSABI

Supporting People
in Scottish Agriculture

Corporate Partnership Pack

OSCR
Scottish Charity Regulator
www.oscr.org.uk

Registered
Charity
SC009828

Standing with the people who keep Scottish agriculture thriving

RSABI provides emotional, practical and financial support to people involved in Scottish agriculture. By partnering with us, your organisation can make a meaningful difference to farmers, crofters, agricultural workers and their families across Scotland.

There are many ways your business can get involved - from fundraising and sponsorship to a long-term partnership. This pack outlines the most popular and impactful options.



In 2027, we will celebrate an incredible milestone - **130** years of standing side by side with farming and crofting families in Scotland. Get in touch for more information on our anniversary celebrations and how you can get involved and be part of something truly special: fundraising@rsabi.org.uk



Charity of the Year Partnership

Choosing RSABI as your Charity of the Year is a great way to unite your team behind a cause that matters to rural Scotland. Your yearlong support helps us provide vital services - from mental health support and financial grants to our helpline providing emotional support and our Health Huts making sure that farmers across Scotland have access to health checks.



What this partnership can include:

- A tailored calendar of fundraising and awareness activities
- Support from our team with ideas, materials and promotion
- Joint PR and social media activity

Corporate Donation

A one-off or annual corporate gift is a simple but hugely impactful way to support RSABI's work.

Your donation helps us provide:

- Emotional support through our helpline
- Practical assistance for people facing difficult times
- Financial help for those in crisis
- Community connection through Plough On groups
- Mental health and suicide prevention work through **#KeepTalking**



We can acknowledge your support publicly if you wish or keep it private - whatever feels right for your organisation.

Corporate Friend of RSABI

Become part of a growing network of businesses committed to supporting the people behind Scottish agriculture.

As a Corporate Friend, you'll receive:

- Recognition on our website and social media
- Regular updates on the impact of your support
- Invitations to RSABI events
- Opportunities to engage your staff in meaningful activities

This is a great option for organisations looking for an ongoing, visible connection.

Drop us a message friends@rsabi.org.uk for more information about joining our growing community



"I'm proud to be part of this remarkable support network. As a Friend of RSABI, I'm excited to see the community grow even stronger and continue making a meaningful difference in Scottish agriculture."

Sam Mercer,
Hamilton Ross Group

Match Funding

Match funding is one of the easiest ways to boost staff engagement and double the impact of their fundraising.

How it works:

- Employees fundraise for RSABI
- Your organisation matches their total or a portion of it
- The final donation is doubled - or more

This simple gesture shows your organisation values its people and the causes they care about.



Employee Fundraising

Your team can have fun, build morale and support Scottish agriculture at the same time.

This could be:

- Sponsored walks, cycles or hill climbs
- Office bake sales or dress down days
- Quizzes, competitions, sweepstakes or prize draws
- Taking part in organised RSABI events

We provide fundraising packs, materials and support to make it easy.



“As longstanding advisors to the sector, the Gillespie Macandrew team has significant experience of the challenges facing people and businesses in the industry and we are proud to support the vital emotional, practical, and financial services RSABI provide to those in Scottish agriculture.”

Lois Newton,

**Partner of Land and Rural Business
Gillespie Macandrew**



Payroll Giving

Payroll giving allows employees to donate directly from their salary in a tax-efficient way.

Benefits:

- Simple to set up
- Low effort, high impact
- Donations go further due to tax relief
- Helps us plan long-term support

This is ideal for organisations looking to offer staff a meaningful benefit.



Sponsorship Opportunities

Your organisation can sponsor:

- RSABI events
- RSABI initiatives like the Health Hut and campaigns like **#KeepTalking**
- Seasonal appeals

Sponsorship provides visibility, brand alignment and a direct connection to rural communities.



“As long-term supporters of RSABI, we feel that it is important to give back to the community that has given us so much over the years to help build our company. We take immense pride in backing RSABI and the vital work they do in our industry.”

Mandy Stewart,
Director of Stewart Trailers

Gifts in Kind & Pro Bono Support

Many businesses support RSABI by offering:

How it works:

- Professional services (legal, HR, marketing, design, digital)
- Equipment or supplies
- Venue space
- Printing or promotional materials
- Transport or logistics support
- Prizes for auctions or prize draws at events
- Giveaway items for Individual Friends of RSABI



These contributions help us stretch our resources further and deliver more support.

Corporate Volunteering



Your team can get involved by helping at RSABI events. Volunteering boosts morale and gives staff a meaningful connection to the people we support.

Christmas Cards



If your organisation sends Christmas cards to customers, why not consider purchasing RSABI Christmas cards? Printed on high quality, recycled card and with agricultural illustrations, cards can either be left blank for your own message or printed with a personalised greeting. Minimum orders apply.

Charity of the Show

If you attend events like the Royal Highland Show you could consider us as your event charity partner. This could mean having donation boxes on your stand, special items you raffle for RSABI or even a percentage of your proceeds are donated to us.



Why Partner With RSABI?



We support the people at the heart of Scotland's Agricultural Community



Our work strengthens mental health and reduces isolation



We provide practical, emotional and financial help when it's needed most



Your support has a direct, measurable impact on real people



We offer a warm and personal partnership approach



Let's Work Together

We'd love to explore how your organisation can support RSABI and the people who keep Scottish agriculture thriving.

fundraising@rsabi.org.uk
or 0131 364 4205