

# **Business in the Community**

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**Hilary Hanberry, Volunteering Manager**

**BUSINESS  
IN THE  
COMMUNITY**

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**Our purpose is**

**To challenge and support business**

**to be a force for good**

- Not-for-profit membership organisation
- Established in GB – 1982, NI – 1989
- 830 members across UK, including 75% of FTSE 100
- 262 of these members in Northern Ireland
- President – HRH the Prince of Wales
- NI Chair – Roy Adair; GB Chair – Antony Jenkins, Barclays
- Sister organisation in Dublin

# Our three big goals



Responsible business starts at [www.bitoni.org.uk](http://www.bitoni.org.uk)

**ALL CHANGE  
MEETS  
RESISTANCE...**

IF THERE IS NO  
RESISTANCE,  
THERE IS NO CHANGE.



**CHANGE  
AHEAD**









Are you looking for  
business people to  
join your board?



Help others  
get online?



*Action Cancer*

c a n c e r  
Saving Lives Supporting People

**Action Cancer shops raised over  
£350,000 helping support services**



## Key learnings in relation to overcoming resistance

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- ✓ The power of the collective
- ✓ Listening and responding to members' needs
- ✓ Developing skills
- ✓ Linking ESV to the business plan
- ✓ Being innovative to offer new ways of volunteering

We can

make

a

difference