



Electrical Industries Charity

Supporting your industry for 120 years.



CELEBRATING

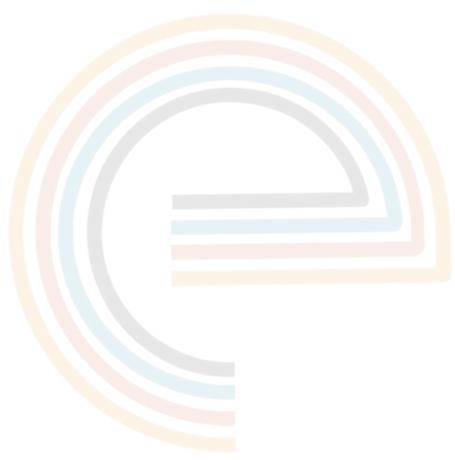
120

YEARS



Find out all the ways you can support us.

For further details or to discuss any of these options please contact business@electricalcharity.org



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MESSAGE FROM THE CHARITY

Thank you for your interest in the Electrical Industries Charity (EIC) and supporting the work we do. There are lots of ways you can get involved and help your peers and colleagues in the Electrical and Energy Industry.

We rely solely on fundraising and appreciate every single supporter; it is because of them we can continue to provide the critical support to those facing life changing circumstances in our industry.

We are excited to kick off 2025 with a momentous celebration—120 years of the Electrical Industries Charity! Since 1905, we've been dedicated to supporting families and professionals within the electrical and energy industries. This year, we'll be reflecting on the impact we've made together.

Things continue to be difficult for people in our industry with the increased cost of living and the pressures surrounding our day-to-day lives. As an industry we aren't great at reaching out when things get tough, and we want to make sure that everyone who needs us knows about us and feels comfortable asking for support. We are honoured to support our 1 million strong industry and have done 12,113 consultations and given back a significant £1.23 million to the sector*.

We are proud to offer free and confidential support and consider every factor, working with our industry members to generate the best possible outcome for them. On average we have around 200 live cases and are seeing up to 30 new cases a week, sometimes more. Many of our cases encompass money concerns and unfortunately, we've seen an increase in homelessness. Mental health sessions continue to be the most utilised provision among service users, industry wide.

We truly believe that early detection and early intervention is the key to effectively supporting our industry, which is sparked by education and understanding. The EIC provides a variety of resources to support this, including our free monthly wellbeing talks as well as our very own training program. There are virtual courses including mental health awareness and stress awareness, as well as 15 modules that are specifically for our apprentices and are based on real life case studies. These are bite-sized, and our aim is to train at least 35,000 apprentices for free. We also offer training sessions delivered by our welfare team that can be done virtually or face-to-face and cover a variety of topics including bereavement and diversity & inclusion. We have conducted mental health training sessions reaching over 11,954 individuals and delivered virtual wellbeing sessions to 8,220 individuals*.

But without your help, our service could not exist. Providing this assistance would not be possible. Your support, whether verbal, written or financial is invaluable to the EIC and from the bottom of our hearts, we would like to thank you.

Join us in celebrating our 120-year anniversary and help us continue to support our industry for another 120 years! Together, we can make a difference.

*Figures based on financial year April 2023 – March 2024

For further details or to discuss any of these options please contact: business@electricalcharity.org



STRATEGIC OVERVIEW

OUR MISSION

Our mission deserves nothing less than our best. We will strive to develop and guide the lives of the people we support and the industries we serve.

OUR VISION

We will be the leading provider offering preventative and high-impact solutions, genuinely meeting the wellbeing needs of the electrical and energy industries. This vision will serve the industry for the next 100 years.

OUR VALUES:

- PEOPLE FOCUS - An industry charity for industry people, providing a hand up to those in need.
- SMART - Solutions which transform the lives of the people and businesses we support for the longer term.
- SUSTAINABLE - A charity that can truly say every £ invested goes back to our industry.
- GROWTH - An industry charity sized to cater for growth in the sector by increasing the number of people that we support year-on-year.
- LEADERSHIP - A charity designed to support the industry with clear leadership and wellbeing programmes geared towards addressing industry issues.
- TRANSPARENT & ACCESSIBLE - Trustworthy, truthful, and honest about all our activities. Dependable and available now and in the future.



For further details or to discuss any of these options please contact: business@electricalcharity.org



WAYS TO GET INVOLVED

There are many ways to get involved and support your industry and we have selected the most relevant to you and your business below.

Corporate donations

We rely solely on fundraising, and we are very lucky to have such a generous industry. Corporate donations are a crucial part of our fundraising and is the most straightforward way to support your industry charity.

You can make a donation to the EIC at any time throughout the year and companies are entitled to tax relief for qualifying charitable donations made to charities. The donations are paid gross without the deduction of income tax. The donations are deductible from the company's total profits in the year in which the donations are made.

You can donate online at our fundraising page (<https://electricalcharity.enthuse.com/profile>) or directly into our bank by contacting business@electricalcharity.org who will send you all the details you need.

120-year anniversary

Since 1905, the Electrical Industries Charity has been a cornerstone of support for those in need within the electrical and energy industries. As we mark our 120-year anniversary, we reflect on a century of resilience, compassion and community.

From humble beginnings to becoming a vital lifeline for countless individuals and families, our journey is a testament to the unwavering dedication of our supporters, volunteers and partners. Together, we've transformed challenges into opportunities, providing financial assistance, emotional support and invaluable resources to those facing hardship.

Join us in commemorating 120 years of the EIC and help us raise an additional £120,000 in 2025. You can make a corporate donation, organise your own fundraising or get involved in one of the many challenges and fundraising activities.

Together, we can make a difference and shape a brighter tomorrow.

Throughout 2025 we have a monthly challenge that you and your teams can get involved with from squats and dog walking to raffles. Why not sign up for our Sleep out on the London Streets in October to raise awareness and funds for homelessness?

Find more information here: [120 years of the EIC](#)

120 Challenge 2025 Calendar

 January Jail or Bail	 February Run 120 km	 March 120 squats per day	 April 120 lunges per day
 May Mental Health month	 June Walk your dog for 120km	 July Give up 120 mins of salary	 August Charity raffle
 September EIC day month	 October Sleep out on London streets	 November November	 December Christmas

Join Jess in Making a Difference!

Our CEO, Jess, is embarking on an inspiring journey throughout 2025, taking on various fundraising challenges to support our industry. Her goal? To rally a community of 1,000 supporters, and more, each raising £120, to make a significant impact together.

To celebrate all the places we offer support, she will be completing a challenge in all 4 countries of the UK. Jess will start with the fastest zip line in the world in North Wales, travelling at speeds of up to 100 mph before moving on to the famous Kilt Walk in Scotland. She'll then head to the London to take on a challenge before finishing with a thrilling abseil down the Europa Hotel in Belfast!

How You Can Help: Join Jess and be a part of this transformative effort. Whether you choose to participate in one of Jess's challenges, donate or spread the word, your support will directly benefit those in our community who need it most.

Together, we can achieve incredible things. Will you join us?

- Kiltwalk Glasgow: 26 April 2025. You can register here and please select 10.30am start time, The Electrical Industries Charity as your charity and JustGiving page: [Kiltwalk Glasgow sign up](#)
- Zipline @ Zipworld, Penrhyn Quarry: 15 March 2025. Please email fundraising@electricalcharity.org to sign up. Start time of 10am and entry fee of £105.
- Abseil off Europa Hotel in Belfast: 12 October, entry fee of £105. Please email fundraising@electricalcharity.org to sign up.
- London challenge tbc: Please email fundraising@electricalcharity.org to register interest.

You can support by joining Jess and fundraising or donate to her challenges: [120 years of the EIC](#)



Training

At the Electrical Industries Charity (EIC), we believe that education and awareness are the keys to achieving a positive and psychologically safe environment within the workplace and beyond. Early detection of exhibiting symptoms relating to poor mental health is paramount to eliminating crisis intervention.

To optimise staff productivity, and to maximise the level of safety within the workplace, and at home, we believe that employers have the responsibility to educate and inform their colleagues of the support available to them, as well as providing training.

You can purchase a suite of training courses, to ensure you're prioritising mental well-being and equipping your employees with the knowledge and skills to navigate mental health challenges effectively. The courses will be provided as SCORM files that can be added to your current learning management platforms, they include:

- Managing Stress in the Workplace
- Stress Awareness for Managers
- Mental Health Awareness
- Mental Health Awareness for Apprentices (Free for Apprentices)

We also offer bespoke courses that can be delivered virtually or face to face:

- NCSPET Suicide First Aid (USI / Lite)
- Mental Health First Aid (MHFA) and refresher
 - Suggested for team leaders, those in positions with high interactions with colleagues and those keen to engage
- Managing Mental Health & Wellbeing in the workplace for leaders
- Conversation practice for MHFAs and Management
- Mental Health Awareness
- Financial Awareness
- Addiction & Resilience Awareness
- Navigating Tough Conversations & Suicidal Ideation
- Diversity, Equality & Inclusion Awareness
- Menopause Awareness
- Bereavement Awareness
- Bespoke training sessions

Please contact training@electricalcharity.org to discuss your requirements.

We continue to drive our aim of training all apprentices in the industry with our free mental health awareness training.

We recognise the urgent need to combat the alarming rates of suicide within our sector and have developed a powerful campaign aimed at equipping apprentices with the knowledge and resources to promote mental well-being and prevent tragedy.

Our whole industry needs to stand together to support our apprentices, and you could be part of this incredible initiative **by sponsoring our Apprentice training for £15,000 per year. This is limited to 8 opportunities and you will be thanked on all our apprentice marketing and training material.**

powerBall

Stand out at our biggest, most prestigious event of the year!

powerBall is our flagship event that attracts senior people within our industry. It is our biggest fundraising event and a key part of our events calendar.

We only offer one type of sponsorship package, to ensure everyone is fairly represented.

Sponsorship goes fast so book early to avoid disappointment.

Become a powerBall sponsor and you will get:

- Logo on event web page
- Social media coverage
- Banner on all powerBall Mailchimps
- At the event all company logo's will be the same size and displayed collectively together as a whole industry, these will only be displayed inside the event where the industry will stand together.

The cost of powerBall sponsorship is £15,000.

There are various table options available, and details can be found on our events page:

[EIC calendar of events](#)

Each year we ask for financial pledging to support the charity's mission or a specific project or case. You can either pledge before the event or on the night.

Regional Event Sponsorship

We run approx. 30 national and regional events every year to raise vital funds for the industry. These are everything from golf days and lunches to balls and sporting events. You can attend by buying a table at the events, and there are various packages available.

[EIC calendar of events](#)

Our Regional Event sponsorship packages to ensure there is something available to everyone, consistency across regions and equality across the board.

There are 4 sponsorship options: small event, medium event, large event & extra-large event and each of our 30 regional events will be classified.

The key thing with these sponsorships packages is that each sponsors gets equal coverage. We will also display the logos of every company in attendance at the event in the table brochure.

As a sponsor you will get:

- Your company logo included in all event marketing material and campaigns across all platforms
- Company logo displayed at the event (either on screens or banners)
- Host to mention and thank your company as our event sponsor during the event
- Full page advert in the table brochure
- Company logo on the event webpage

Small Event Sponsor: £250

- East Midlands Golf Day
- South-West Golf Day
- Southern Golf Day
- West Midlands Golf Day
- Western Golf Day
- Tyne & Wear Golf Day
- London Challenge
- North-West networking afternoon

Medium Event Sponsor: £500

- East Midlands Dinner
- Eastern Summer BBQ
- Eastern Christmas Lunch
- Scotland Sportsperson Dinner
- Tyne & Wear Summer Lunch
- West Midlands Summer Social
- West Midlands Christmas Lunch
- South-West Lunch
- North-West Autumn Lunch
- East Midlands Lunch
- Yorkshire Christmas Lunch

Large Event Sponsor: £900

- London Summer Social
- Edinburgh Christmas Lunch
- Tyne & Wear Christmas Lunch
- Western Equinox Ball

Extra Large Event Sponsor:

- Glasgow Christmas Lunch - £1,200
- Southern Spring Ball - £1,000

The Regional event sponsorship packages give you the ease & flexibility to represent your brand nationally at a local level in strategic places.

By offering a consistent pricing structure, you have the visibility across the year and can allocate budget accordingly.

powerLottery

We have given away over £570,000 in the last five years through our powerLottery.

The powerLottery is a key fundraising tool for the Electrical Industries Charity and is run solely to benefit the electrical and energy industries. The lottery is open to everyone and offers every participant the chance to win cash prizes.

30 Cash prizes every month!

- 1 x yearly GRAND PRIZE £10,000 (January)
- 2 x bi-annual £5,000 prizes (June & December)
- 5 x £500 monthly
- 5 x £250 monthly
- 5 x £100 monthly
- 15 x £50 monthly

It's £1 per month (can be more) and 95% of your donation goes straight back into the pot that directly funds our industry members in need.

You can gift entry into the powerLottery for your employees for as little as £12 per person for a whole year.

It's a great way to give back to both your employees and your industry charity, email fundraising@electricalcharity.org to arrange.

Workplace powerLottery

You can also sign up for our workplace powerLottery via your payroll, where your staff are given access to a portal to register, and the entry fee is then deducted straight from their pay.

In order to set this up you have to match the following criteria:

- Minimum of 150 employees/staff members
- HR portal in place
- HR portal is linked to your payroll system, as the number of members of the powerLottery or their details could change every month, so you will need to have the ability to run the administration each month

The sign-up process couldn't be simpler:

- Register your company
- Contract issued
- Added to portal
- Bespoke marketing material
- Deduction reports sent to payroll
- Confirm employees
- Deductions made
- Confirmation

For more information click here: <https://www.electricalcharity.org/lottery>

Challenge for a Cause

Get your brand in some of the most iconic places in the world.

Every year we do various 'Challenge for a Cause' events, this includes charity places in the iconic London Marathon, a big bucket list trip and a UK based trip.

Each participant pays a registration fee and has a fundraising target they need to hit.

We have been to some unique and spectacular places including, Everest Base Camp, the Grand Canyon, Machu Picchu and Kilimanjaro to name a few!

As one of our key fundraising activities, a lot of our marketing is focused on promoting the challenges and you could be part of it for **£15,000** per year.

There are only 3 sponsorship packages available, and each one gets equal coverage.

As a sponsor you will get:

- Full marketing campaign across all media platforms throughout the year
- Challenge specific marketing campaigns in the run up to and during each one
- Company logo on all event webpages
- Flag with your logo on that is taken on all the challenges and promoted across social media*

2025 Challenges: Challenge for a Cause webpage



27th April 2025



4th – 5th July 2025



22nd August 2025



18th – 24th September 2025

- This is subject to change based on the Health & Safety of our participants, there may be times when it isn't possible to take the flags on the actual activity.

Fundraising

There are lots of different ways you can fundraise for your industry Charity, and we have the resources to help you! Every week across the country companies and individuals are coming up with great fundraising ideas to bring people together, learn new skills, raise funds and have fun in the process! There are so many ways to be inspired, and our handy fundraising pack gives you some ideas: [Get Involved webpage](#)

Some of the simple ways a business can fundraise are:

- Stand Down hour – donate 1 hour of everyone salary to charity
- EIC day - Fundraising day across the business with the aim of each employee fundraising or donating £10 (could be trivia night, dress-down day, bake sale etc)
- Corporate entertainment events – raise money for the EIC while entertaining your clients and customers (could be a golf day, curry night or a day at the races!)

Charity of the Year

By choosing the EIC as your Charity of the Year is a great way to engage all staff across your organisation to raise much needed funds and awareness of the work of the EIC.

We will work with you to drive staff engagement and provide you with resources and toolkits to create a programme of fundraising activities for your company.

Whether it's a physical challenge with your colleagues or a coffee morning, there are many ways to help.

You can donate directly to our fundraising page or can set your own team page up under our fundraising page.



Ambassador Programme

Help us raise awareness of your industry charity!

We're looking for volunteers to become EIC Charity Ambassadors.

The EIC's mission is to provide the best outcome for every person in the industry that needs our help. Our aim is to ensure that the whole industry knows the support available to them. In these challenging times we believe there are more people suffering in silence than ever, which is why we need you!

Volunteering as an EIC Ambassador offers personal fulfilment while supporting your colleagues in need. Connect with industry peers, enhance your professional development, and make a meaningful impact in the community.

What is the EIC Ambassador Programme?

The EIC is here to lend a helping hand to anyone facing life's challenges who work in the electrical or energy industry.

What does an EIC Ambassador do?

Our Ambassadors raise awareness of the EIC. You will support us with various things, such as inspiring more people to fundraise, getting more people signed up for the powerLottery and encouraging your company to choose us as their 'Charity of the Year'.

What do EIC Ambassadors commit to?

Ambassadors will commit as much time as they can to the role. In return, you will receive knowledge of the EIC's vital work, resources, monthly newsletters and quarterly catchup's with the EIC team. Our Ambassadors will be a community and will have access to a WhatsApp group where you can swap ideas and chat to fellow Ambassadors!

What's in it for me?

Our volunteers tell us of the sense of personal achievement they feel by helping their industries charity and in turn their colleagues and peers.

You will have the opportunity to meet new people across the industry, enhance your professional development and last but by no means least, you'll be helping give your colleagues in need a helping hand.

Nominate Ambassadors by emailing: business@electricalcharity.org

Commercial donate back

Help your industries Charity support more industry members in need by donating back a percentage or fixed amount.

CA partnership is focused on the manufactures and electrical wholesalers. The programme is designed by the individual companies where a percentage or a defined value of a service is donated to the EIC. CA is focused on benefitting all parties involved, the Charity gain much needed financial support, a Charity ambassador, and more visibility within the industry.

You can of course still donate a percentage of product sales; however, this would be made as a corporate donation.

Checkout / Point of sale donation

Why not add an option to your point-of-sale process for your customers to make a charitable donation to the Electrical Industries Charity.

This could be via online sales or trade counter sales and could either be a set amount (e.g. £1) or a round up.

The cumulative results of many small donations over time means an effective way to raise money for your industry charity.

The flexibility, accessibility, and convenience of point-of-sale donations make them a great option for donors who want to make the most of small donations.

To find out more please email business@electricalcharity.org

Volunteering: Regional Committees

There are several ways you can volunteer with the EIC:

Council and Working Groups

- Our **Council** leads and controls the EIC via the Managing Director to deliver the organisation's aims and objectives and to set strategic direction and policy so as to uphold its mission, vision and values
- **Welfare Audit Group** – provides independent assessment of the quality and effectiveness of the EIC's welfare care programmes
- **Finance Working Group** – oversee the systems, controls and processes that may have an impact on the charity's ability to meet its objectives. Its role includes Budgeting and Financial Performance
- **Fundraising Committee** – derive strategies for maximising the Charity presence within the industry, as well as grow and champion fundraising initiatives to maintain and increase our fundraising income stream
- **Emerging Professionals Board** – made up of talent in the industry with less than 10 years' experience. The purpose is to assist with key projects to help the charity achieve its objectives and aid their professional development

We also have 13 regional committees that help us organise and host over 30 fundraising events throughout the year. They generate a big percentage of the EIC annual income, and not only do they provide much-needed funds, but they also spread the message about the Charity's ability to assist employees and their families, as well as businesses.

Our regional committees are Scotland, Eastern, Tyne & Wear, Yorkshire, North-West, West Midlands, East Midlands, London, Western, Southern, South-West & Northern Ireland