Charity Business

business thinking for charities

PRESS INFORMATION

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BRAND REFOCUS FOR SECTOR LEADER TO IMPROVE EFFICIENCY AND EFFECTIVENESS OF CHARITIES

To support challenging growth plans and in response to research*, Charity Business has rebranded its message and appearance. The new branding incorporates a new logo and strap-line which focuses on the vision of driving and supporting charities to achieve more through business thinking.

"Refocusing our brand image helps reflect the professional approach we take and also aligns with the working practices we put in place with our financial solutions" says Head of Marketing & Communications, Susan Gordon. "Research undertaken within the sector has shown that Charity Business is a known organisation but who we are and what we do is often mistaken for accountancy practitioner services. Whilst we wanted to maintain the professional image associated with the accountancy sector, we also wanted to ensure that it was the innovative way of approaching financial challenges specifically within the charity sector that was understood. It is as much about challenging the norm as well as putting in place best practice solutions".

For more information about Charity Business and its services visit www.charitybusiness.com or call 01793 554204

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For more press information contact Susan Gordon at Charity Business on 01793 554204 or email susan.gordon@charitybusiness.com.

Charity Business has expanded since its formation in 1999 and now supports over 150 organisations in the not for profit sector. Since their move to Kembrey Park in Swindon, Charity Business has brought further efficiency and cost savings through an improved range of financial shared services including debit and credit card processing facilities and automated reporting solutions.

Charity Business was formed in 1999 as a direct result of a study undertaken by seven large charities, Mark Freeman and Arthur Andersen that indicated the potential savings that the sector could achieve by operating in a shared services or outsourced environment.