



IMAGÖ
creating change **together**

Corporate Partnerships Pack

2026/27

Working with businesses
to support carers and families

Who are Imago?



“ It was a lovely few hours spent at the group today enjoying life and not being a carer. I feel less alone and more confident knowing there’s support when I need it.

Imago supports young carers, adult carers and families across Kent, East Sussex, Medway and London.

We are dedicated to improving health and wellbeing, reducing isolation, creating opportunities, and helping people access the support they need. Through our information, advice, wellbeing support and respite services, we make a meaningful difference to thousands of lives every year.

Last year, we supported more than **39,000 people**, and with continued support from our community, we can keep providing vital help to those who need it most.

Our year in numbers



39,000
people supported
(adults and children)
57% with a long-term
health condition

We worked with
**24 local
authorities**



804
Christmas gifts
donated and
distributed to
young carers



We saved families
£2,523,400
by issuing Kent Travel
Savers to young carers



97,643 miles
driven in West Kent with
our community transport
service



41,200+
engaged with
Imago social media
and website



3,296
social and wellbeing
events for over 55s
living in Kent



218
amazing people
supported Imago
services as
volunteers

Make Imago your next charity partner

By partnering with Imago, your organisation will support young carers, families and vulnerable adults while demonstrating a genuine commitment to social impact within your local community.

We will work with you to build a partnership that aligns with your business goals and values.

Together, we can reduce isolation, improve wellbeing and create meaningful, lasting change for thousands of people across Kent, East Sussex, Medway and London.

At the same time, your business can strengthen employee engagement and retention, enhance its CSR credentials, increase brand visibility, and benefit from co-branded PR and media opportunities that highlight your commitment to supporting local communities.



Why your support matters



Imago relies on the support of businesses, community partners and fundraisers to continue delivering vital services for young carers, adult carers and families across Kent, East Sussex, Medway and London.

As demand for support continues to rise, your partnership helps us provide essential information, advice, wellbeing support and respite opportunities to thousands of people who may otherwise face isolation, poor mental health and increasing pressures alone.

Last year, we supported more than **39,000 people**, helping carers and families improve their wellbeing, access opportunities and feel connected to their communities.

With your support, we can continue to be there for those who need us most and reach even more people facing the challenges of caring responsibilities.



These days out mean so much to us as a family. The support provided allows us quality time while providing a safe environment for our son.

Parent

Your support could include

- ✓ Charity of the Year partnerships
- ✓ Challenge events
- ✓ Employee volunteering days
- ✓ Payroll giving schemes
- ✓ In-kind professional support (legal, marketing, transport)
- ✓ Awareness campaigns within your workplace
- ✓ Workshops for carers in your community



Your support could include



Charity of the Year:

A Charity of the Year partnership gives your business the opportunity to support a single cause over a dedicated period, usually one to two years, through fundraising, awareness campaigns, volunteering and collaboration.

Choosing Imago as your 'Charity of the Year' allows your organisation to make a meaningful difference to young carers, families and vulnerable adults across Kent, East Sussex, Medway and London.

In return, we can provide talks at your place of work by trained members of staff, volunteering opportunities and co-branded marketing opportunities.

We have a reach across our social media and website of over **40,000** people.

Fundraising at Work:

A simple and effective way to support Imago is by organising a workplace fundraiser.

Activities such as bake sales, quiz nights, dress-down days or office challenges are a great way to raise money while bringing colleagues together and creating a shared sense of purpose across your team.

We can provide all the resources you need to make your fundraiser a success including collection buckets, banners, branded t-shirts and promotional materials.

Impact of your support



£200

could train 4 volunteer drivers, helping local people get to vital appointments and stay connected to their community

£500

could give 12 young carers a much-needed break to relax, have fun, and meet others who understand their situation

£1,000

could support up to 20 adult carers with time away from their responsibilities, helping them build friendships and reduce isolation

£3,000

could help us deliver mental health and wellbeing workshops in schools, giving young people the tools and confidence to look after their mental health

What can we offer in return?

Benefits	Bronze (£200-£1k pa)	Silver (£1k-3k pa)	Gold (£3k+ pa)
Recognition on Website	Your logo on supporters page	Logo + feature story	Logo + feature story
Social Media	1-2 thank you posts	3-5 thank you posts	Regular posts + campaign highlights
Newsletter	Mention in 1 issue	Feature article	Multiple features + impact story
‘In support of’ Logo	Use of our ‘in support of’ logo	Use of our ‘in support of’ logo	Use of our ‘In Support of’ Logo
Impact Reporting	Case Study	Case Study	Personalised impact report
Press & Media	-	Mention in a press release	Featured in campaigns + quotes
Volunteer Opportunities	-	1 volunteer day	Volunteer day(s)
Staff Talks	-	Staff talk at office/event	Staff talk at office/event
Event Recognition	-	-	Title sponsor recognition at events

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Birketts LLP, Sevenoaks office is proud to be supporting Imago Community.

We hope we can help expand the fantastic opportunities which Imago provide to as many children and young carers in Kent, East Sussex and South London as possible.

Vanda, Partner at Birketts LLP



Get in touch!

Let's build a partnership that works for your business

Book a conversation with Wendy or Jen today:



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