



DIY Tool: Charity Selection Matrix

1. Prioritise the charity selection criteria that are important to your business (highlight the column and drag to re-order or delete if not relevant)
2. Survey your staff and review results (use our survey template in this DIY guide)
3. Develop a charity shortlist and insert the charity names in the left column
4. Assess each charity against your selection criteria (desktop research, phone or meet in person)
5. Choose the charities that are a 'good fit' for your business

Charity	Criteria 1: Strategy The cause the charity works in is aligned with our business strategy or values	Criteria 2: Existing Relationship Our business has an existing relationship with the charity	Criteria 3: Geography The charity operates in the same regions/areas as our business	Criteria 4: Reporting The charity can communicate the impact of donations and other support 1-2x per year	Criteria 5: Staff Engagement The charity has volunteering or other staff engagement opportunities available	TOTAL SCORE FOR CHARITY
<insert charity name>	/10	/10	/10	/10	/10	X/Y
<insert charity name>	/10	/10	/10	/10	/10	X/Y
<insert charity name>	/10	/10	/10	/10	/10	X/Y
<insert charity name>	/10	/10	/10	/10	/10	X/Y
<insert charity name>	/10	/10	/10	/10	/10	X/Y
<insert charity name>	/10	/10	/10	/10	/10	X/Y