

Impact Assessment

Partnership Objective: to support Oxfam in its efforts to overcome poverty and suffering

INPUTS			OUTPUTS – performance measures			LONG-TERM IMPACT
Cash	Time	In-kind	Leverage	Community Benefit	Business benefit	Business & Community Benefit
£300,000 in 2003-4 (£2m since relationship began in 1994)		Monthly credit card statements provide space for Oxfam to include messages or inserts about campaigns and projects		<p>CFS' financial support contributes to Oxfam's central budget. Oxfam allocates this money across its ongoing development, emergency relief and campaigning activity. Examples include:</p> <ul style="list-style-type: none"> Working with small farmers in Malawi on new agricultural techniques, so that they have enough food to feed their families all year round Providing water and sanitation for refugees in Sudan and Chad Make Trade Fair – campaigning to remove inequalities and barriers within the global economy that work against producers in poorer countries <p>Opportunity to use space on credit card statements improves communication with supporters.</p>	<p>CFS is associated with one of the world's leading charitable organizations and one with whom it shares many of the same concerns about issues such as global poverty and inequality.</p> <p>25,000 Co-operative Bank Visa affinity card accounts have been opened by Oxfam supporters (40,000 individual card-holders). Because of the competitive nature of the product and the alignment between the ethics and values of Oxfam and CFS, this group exhibits a higher degree of product loyalty than the average.</p>	<p>The ongoing nature of relationship allows Oxfam to factor financial support from CFS into its strategic planning and budgeting and provides Oxfam with a degree of certainty about its funding over the medium to longer term. The flexibility of being able to use this funding where and when needed adds considerably to its value to Oxfam.</p> <p>Association with Oxfam demonstrates CFS commitment to providing tangible support for organizations that share its commitment to creating a more sustainable world. It also gives CFS the opportunity to generate brand awareness amongst Oxfam' supporters.</p>