

Philanthropy & CSR

Transmission Private is the leading communications advisor to successful individuals and their businesses. We are a global leader in advising entrepreneurs, executives, and their businesses on their philanthropic & CSR activity, as well as on their most sensitive and important communications needs. We help clients achieve the unexpected through the power of reputation.

Introduction

Successful individuals and businesses leverage their genuine commitment to charity and CSR to enhance their reputations, cement and build relationships, and, ultimately, create goodwill with stakeholders.

We have partnered with some of the world's most successful businesses and philanthropists to give subtle, selective visibility to their social impact.

Our Philanthropy & CSR team is thoughtful, strategic, and discreet. We have decades of experience helping individuals and businesses communicate their economic impact in subtle and careful ways, focussing on the good work of the causes while attuned to the risks of overexposure.

The team are empathetic, sensitive, and creative storytellers.

Our service

Our Philanthropy & CSR team acts for individuals and businesses with existing philanthropic initiatives, as well as those who are only now taking their first steps.

Our key services include:

- Strategic communications advice on communicating philanthropic & CSR work;
- Devising philanthropy programmes to support personal and corporate activity;
- Coordinating media and communications campaigns to showcase philanthropic & CSR work;
- Creating collateral to give visibility to philanthropy & CSR work;
- Mapping stakeholders who should be given information about philanthropy & CSR work;
- Auditing existing philanthropy & CSR work to identify potential reputational risks;
- Giving visibility to philanthropic work on existing personal and company websites

- Launching dedicated philanthropy & CSR websites;
- Feeding philanthropy & CSR activity into executive leadership communications, such as newsletters, interviews, and speeches;
- Identifying charities aligned with your personal or corporate priorities.

Every client requires a personalised work programme, and our experienced team will devise a plan that meets your specific needs.

Our experience

Our team has supported a wide variety of clients who want to give careful visibility to their philanthropic work.

Our recent highlights include:

- Coordinating a media and PR campaign to announce a major gift to a higher-education institution (in excess of £1 million) on behalf of a family trust, and managing the family's own presence in the coverage.
- Launching the online presence for a large family trust (annual expenditure in excess of £2 million) to give visibility to the family's charitable work as well as capture the mission and purpose underlying their giving.
- Full responsibility for allocating, and then outwardly communicating, a family business' philanthropic resources (\$250,000 annually) to charities that aligned with the ownership's personal CSR priorities.
- Setting a Nasdaq-listed company's CSR strategy and finding a language to communicate that in collateral, including a newly-launched annual CSR report, a new CSR newsletter, and the CSR hub on their website.
- Acting for a significant philanthropist (lifetime giving in excess of £30 million), coordinating all their media interest and acting as the single point of contact for press enquiries.

In all cases our work is carried out on a confidential and discreet basis, protecting our client and their interests at all times.

Our company

Becoming a client of Transmission Private is unlike working with any other communications agency. That is because we do not measure our working relationships in terms of weeks, months, or even years, but in terms of generations – with clients returning us to time and time again as and when needs arise. We look to build life-long relationships based on loyalty, trust, and confidence.

Once you become a client of Transmission Private, your reputation becomes the central and sole focus of all our energy, passion, and thinking. Our expert team is mobilised to advance your best interests at all times. We see the world through your eyes, advising you discreetly on the careful steps that you need to take to achieve your highly personal, highly private professional and non-professional ambitions and aspirations.

We are a team of specialist communications experts at your disposal. A single point of contact for all your communications needs, we are your competitive advantage to help you achieve your personal and professional goals.

While some clients may need our support on an ongoing basis, other individuals will request our support at important junctures in their personal and professional careers that may lead to specific communications opportunities and challenges.

These events include:

- Sale of a business;
- Acquisition of a business;
- Business crisis event, such as downsizing or administration;
- Making a significant investment;
- Giving a charitable gift;
- Launching a family office;
- Setting up a charitable foundation;
- A substantial career transition;
- A succession event;
- Giving a political donation;
- Joining a new Board;
- Starting a new phase in your career.

Our team

We blend the high-quality personal, attentive, discreet service that successful individuals expect from a private bank with the up-to-date, modern communications techniques they need to navigate the risks of an increasingly digital world.

We are very fortunate to have built an exceptional team, blending decades of experience both working with the media as well as supporting private clients.

We also focus on hiring from outside of the conventional public relations and communications industry, bringing in talent with experience across private client law, accountancy, public affairs, and family business advisory. This depth of experience enables us to deliver sophisticated yet commercially pragmatic advice.

Our team is at the heart of the business. As a Partner-led business, every client we support has a dedicated Partner looking after all of their work, providing a single, highly personalised, around-the-clock contact point to access all our services and support.

“Recognised as best in breed for family communications, Transmission Private has doubled the number of families it supports in the past year.”

SPEAR'S500²⁰²⁰

“Transmission Private has carved out a name for itself as a private office that works exclusively with families and family offices, helping individuals manage and control their media interest.”

**Family
Capital**

“The Transmission team look after every part of the family's reputation, advising around the media risk of investments, philanthropic engagement and more.”

SPEAR'S500²⁰¹⁹

For more information

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