

# Sponsor our Climate and Nature Friendly Communities Network



Help us to inspire community action to grow  
a clean, green, sustainable Scotland



# Our network

Picture this: volunteers of all ages with smiles on their faces planting bulbs in the local park, sowing wildflower seeds on a verge, watering hanging baskets on the high street or harvesting potatoes in a community growing space.

Whether it's raining, snowing or the sun is shining, this will likely be one of our Climate and Nature Friendly Communities - from Gairloch to Grangemouth to North Berwick or Aberdeen.

We invite you to be involved in something impactful. To ensure a thriving and valued network continues to empower volunteers and bring communities together as they make the Scotland we all love more beautiful.

*"Every year we support and celebrate the inspiring actions of more than 200 communities who volunteer to keep their part of Scotland beautiful.*

*"Through our Climate and Nature Friendly Communities Network we connect people and provide free mentoring, inspiring those who are as passionate as us to improve the places we all love.*

*"The network costs **£75,000** a year to run and involves: training, coordinating and supporting volunteer mentors, employing a dedicated community network officer; visiting, engaging and promoting communities; delivering networking webinars and in person events; producing and sharing resources to empower community action; and, celebrating success.*

***"We now need your help and financial support to enable us to continue this vital and free community environment network which is loved and valued by so many.***

*"Your support would highlight your social and environmental commitments as well as providing excellent engagement opportunities for your employees.*

*"This brochure highlights how your support would make a massive positive impact on communities and the environment across Scotland. I sincerely hope that you can help us to ensure that this crucial work continues and grows for the benefit of Scotland's people and places."*



Tom Brock OBE,  
Chair of Keep Scotland Beautiful



The work of the Let's Get Grangemouth Clean gLitter team has grown and extended across the town, which now has many beautifully planted areas and a great sense of civic pride and joy in the community.

# 2024 impacts

The Climate and Nature Friendly Communities Network encompasses our respected and long-standing Beautiful Scotland and It's Your Neighbourhood initiatives, feeding into the Royal Horticultural Society's Britain in Bloom campaign.

We recognise and celebrate communities across Scotland which work tirelessly, and in partnership with many other groups, schools, businesses and local authorities, under the three pillars of horticultural or gardening achievement, environmental responsibility and community participation.

Until now we have been able to fund the core costs of this network. But in the current financial context we face a significant challenge to be able to offer the valued support to those we work with at the same level next year, and into the future.

Our network's impact is significant. But we need your financial support to continue bringing people together to grow communities and improve their places.



*"I hear day in, day out, from people across Scotland, how important it is for them to see their communities thriving and blossoming."*

*"Thanks to members of the Climate and Nature Friendly Communities Network for all that they are doing, and to the team at Keep Scotland Beautiful for going above and beyond in the support they provide, Scotland blooms year on year. I really look forward to continuing to work together with you all to achieve what we all want to see; a cleaner, greener and more sustainable country."*

Stephen Jardine, Keep Scotland Beautiful Ambassador



## 233

groups in 28 local authority areas visited, supported, inspired and celebrated.



## 200,000

hours donated by Network volunteers annually equating to an economic value of over £2 million.



## 40

volunteers trained and empowered to mentor community groups across the country.



## 30

national special awards presented to recognise exemplary community, climate and nature action.



## 10

national and regional networking and celebration events hosted.



## 172

media articles, reaching 16,713,646 readers.



# Sponsorship

We need your help to continue offering our full support to every group in the Climate and Nature Friendly Communities Network, those who participate in our Scottish activities, and those who are nominated to represent Scotland at a UK level.



Whether you'd like to sponsor the entire programme, contribute to our core cost pot so we can provide the level of coordination and support needed to nurture the Network, or talk to us about bespoke aspects of programme delivery, we want to hear from you.

We aren't apologetic about how much it costs us to run the network. Supporting and inspiring action while meeting our legal and governance responsibilities takes investment.

We need **£75,000** to cover our core delivery costs, including:

- ✓ Full cost recovery for a full-time officer;
- ✓ Support from a team of people working across the charity to provide management, finance, media, web and design services;
- ✓ Co-ordinating and training volunteers and managing PVG checks; and
- ✓ Covering staff and volunteer expenses, ensuring all participating groups are visited annually and able to attend training, events and meetings across Scotland.



*"Since 2008 when I joined Keep Scotland Beautiful, I've seen our network of inspiring community growing groups develop and flourish, not just in numbers but in their confidence. What they're doing, and the value they are adding to the quality of our communities, also has a vital, positive impact on people's health and wellbeing and for our planet."*

*"Being part of something bigger, knowing there are others facing similar challenges and who can offer advice and support, is why groups come back year after year."*

*"It's an honour to lead a programme that is supporting, connecting and celebrating, and saying thank you to communities across Scotland - without it, many projects would flounder or wouldn't get started, and people, our neighbourhoods, wildlife and our planet would suffer."*

Juliette Camburn, Senior Communities Officer,  
Keep Scotland Beautiful

# Be involved in something impactful

We need sponsors to support our Climate and Nature Friendly Communities Network in 2025/26 and, ultimately, help us build resilience for the future so we can continue to build community capability and capacity.

This is an unparalleled opportunity for you to support community action to combat the climate and nature emergencies and create welcoming, inclusive neighbourhoods. By working with us, one of Scotland's most loved environmental charities, you will be:

- ✓ Demonstrating your commitment to meet your Corporate Social Responsibilities;
- ✓ Investing in your employees' wellbeing as you support improvement initiatives in their communities; and
- ✓ Contributing to the ambitions of the UN Sustainable Development Goals.



Becoming a partner of our trusted and respected brand will additionally enable you to build awareness of your commitment to the environment with an active, engaged and valuable audience in communities across Scotland.

We are open to developing partnerships that are mutually beneficial and would be keen to explore potential climate and nature friendly activities and volunteering opportunities for your employees.



In Perth and Kinross, Kinnesswood in Bloom involves their community in everything they do, and manages to inject fun into all their projects.

*"We were pleased to be able to support the 2024 Beautiful Scotland Awards ceremony as part of the Climate and Nature Friendly Communities Network. As a company we believe we can make a positive impact on communities across the world, and we recognise the importance of celebrating the success of outstanding community action across Scotland. Our aim is to be the most sustainable and just technology company in the world and we look forward to playing our part in keeping Scotland beautiful in coming years."*



Alexandra Conder,  
HP Sustainability Account  
Manager, HP Inc



# Our impact in their words

Our groups do so much amazing work across the country. With your sponsorship, we can continue to champion these groups, nurture their growth, enhance their capabilities and celebrate their endeavours to help communities blossom and keep Scotland beautiful.



*"What has been so important to our group has been Keep Scotland Beautiful's It's Your Neighbourhood scheme - it has inspired us and actively encouraged us to drive forward our community plans. And what a difference our certificate made! It helped us focus on our achievements and made us realise we could do even better! It instilled further community pride in the garden (previously a strip of wasteland) and gave a real sense of achievement in that our efforts had been recognised."*

David Carruthers, Gairloch Sitooterie - Wildlife Watch Garden, Highland



*"We registered with Keep Scotland Beautiful and It's Your Neighbourhood in 2011 and, as well as receiving administrative support, their mission immediately gave us the incentive to improve all aspects of allotment life. Today, Slopefield is a busy, productive, happy place. We celebrate the people of all ages and backgrounds who garden here, the school children who visit weekly and have their own plot, and the ever-increasing band of volunteers whose sheer hard work has transformed Slopefield."*

Loraine Milne, Slopefield Allotment Association, Aberdeen



*"With the help of Keep Scotland Beautiful we have gained plenty of inspiration which has significantly improved our community green spaces along with our growing wildlife and climate friendly practices which are now seeping into our wider community. Keep Scotland Beautiful also provides us with really useful national recognition for all our efforts – this is hugely motivating to our group. Lauder in Bloom really benefits from being part of this big nationwide supportive family, all working towards the same positive aim of making our communities better places for us and for wildlife."*

Ray Theedam-Parry, Lauder in Bloom, Scottish Borders



*"I never meet other gardeners without mentioning you and Keep Scotland Beautiful because you're such an integral part of our success. Your advice and audits keep us striving for better."*

Frank Jones, Dumfries Adoptive Railway Gardeners, Dumfries & Galloway





# We need your help

Now is the time to increase our support and grow our Climate and Nature Friendly Communities Network, but we need sponsors to do this.

Network members across the country are taking positive action to address the climate, nature and litter emergencies. The work these volunteers do to improve their neighbourhoods adds significant value to services under pressure across Scotland. It also offers often-hidden benefits to those involved including:

- ✓ Enhanced civic pride
- ✓ Improved health and wellbeing
- ✓ Blooming intergenerational connections
- ✓ Local food production
- ✓ Connecting people with the outdoors and native wildlife

Your sponsorship will help us ensure we can continue to provide support, recognition and celebrate groups for their amazing achievements.

Get involved. Come and have a conversation with us.



Get in touch with:

**Katie O'Donnell**

Communities Manager

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Blooming Inverkip is a food growing project which runs an inclusive community gardening group. The group members all love being in the garden, creating a beautiful, peaceful, healthy location for all to enjoy - and they have loads of fun.





We support the Sustainable Development Goals.

Keep Scotland Beautiful is your charity for Scotland's environment. We work with you to help combat climate change, reduce litter and waste, restore nature and biodiversity and improve places. We aim to inspire changes in behaviour to improve our environment, the quality of people's lives, their wellbeing and the places that they care for.



**Keep Scotland  
Beautiful**

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