

**NAME \* ROLE** Veronica Bamford-Deane, Business for Good

## Episode Notes

### KEY IDEAS

1. There are 5.6 million small/medium-sized businesses in the UK, & 7500 are big corporations. Why does nfp sector only focus on corporates?
2. Speaking to business honestly helps to bring them into social good, but we should acknowledge competitive tensions & collaborative potential.
3. Need to find simple and sustainable ways for businesses to engage in social good, challenge events, cause related marketing through sales.

### ADDITIONAL RESOURCES

- [Pioneers Post](#) - social enterprise online news
- [B-Corporation](#) - certification for business for good
- [Better Business Act](#) - modernising the UK Companies Act



### QUOTE

*"How do you speak to business?  
Honestly.  
If you believe in the mission,  
there is no reason you can't  
come to some kind of  
agreement."*

### RAPID FIRE QUESTIONS

Supporters  
vs  
Donors

OVERUSED  
JARGON

Challenge  
Events

INSPIRING  
TREND

Impact  
Patient Capital  
Advisors

NEXT-  
NEEDED  
ROLE