

## WHAT IS LBG?

LBG is a group of companies working together to improve the measurement of their voluntary contributions to the community.

LBG helps companies to answer key questions about the investments they make, including:

### 1. How much do we contribute?

LBG uses a measurement model that provides a comprehensive and consistent set of measures to determine a company's contribution to the community, including cash, time and in-kind donations as well as management costs. It also captures the outputs and longer term impacts of community projects on society and the business itself.

### 2. What do we support and where?

LBG helps companies to develop a comprehensive understanding of the contributions they make so they can identify the different types of activity they support (e.g. health, education etc.) and the geographic spread of their contributions.



### 3. How do we help meet wider business goals?

LBG provides a framework to assess how the community programme contributes to the business in areas such as employee development, brand recognition and positive reputation.

### 4. What difference do we make?

Increasingly companies are asked to look beyond the investment they make and to demonstrate what their community programmes achieve. LBG provides a roadmap to help companies on the journey from inputs, through outputs and onto assessment of the impacts of community activities.

### 5. What do other companies do?

LBG is a forum for companies to work with, and learn from, each other. It provides non-competitive, comparative benchmarking data that can help companies understand where they are in order to plan the journey to where they want to be.

## MEMBERS AND BENEFITS

LBG has 120 corporate members across a wide, and increasing, variety of sectors; from telecoms to retail, consumer goods to professional services.

Membership is increasingly international, with members located around the world including Australia, Italy, Portugal, Switzerland, UAE, UK and USA.

Members benefit from a range of services, including:

- A dedicated account manager
- One day of consultancy to help apply the model
- 30 member events each year including getting started workshops, sector meetings, and twice yearly all member conferences
- An Annual Benchmarking Review and access to online benchmarking
- Access to the members-only section of the LBG website
- Regular members' newsletter

**Membership is £3,750 +VAT (€ 4,500 approx)**



**“The LBG has been instrumental in shaping our CCI strategy” – BBC**

**“It ensures that you take a thorough review of your programmes and is an effective management tool” – KPMG**

**“Essential membership for any company with a community programme” – BSkyB**



LBG is managed by Corporate Citizenship, a leading corporate responsibility consultancy. It delivers a full programme of support to help members get the most from their membership.



If you are interested in joining, or would like further information on membership, please contact us on;

**Tel: +44(0)20 7861 1616**

**Email: [lbg@corporate-citizenship.com](mailto:lbg@corporate-citizenship.com)**

**Website: [www.lbg-online.net](http://www.lbg-online.net)**



# LBG:

**MAKING THE MOST OF  
YOUR COMMUNITY  
INVESTMENT PROGRAMME**

**[www.lbg-online.net](http://www.lbg-online.net)**