



**February 8 2018**

## **City firm donates cutting-edge consultancy skills to help charity prevent child sexual abuse**

**Wide-ranging charity partnership also raises over £17,000**

Charity partnerships that encourage employees to raise money for a chosen charity have become a common feature of corporate life.

But for leading global consultancy firm, [Alpha FMC](#), raising money was just the starting point for its 2017 Charity of the Year Partnership. Alpha's approximately 275 employees wanted to use their year-long partnership with the [The Lucy Faithfull Foundation](#), to leave a legacy that would have a lasting impact on the charity's child protection work. So the company donated the time and expertise of its employees to work on flagship projects that are transforming the way the charity manages its internal communications and information-flow systems.

And as well as providing the charity with the sort of *pro bono* consultancy services normally out of reach to small and medium-sized charities, Alpha employees worldwide have also pedalled, run, baked and quizzed their way to raising over £17,000 for the charity.

### **Flagship consultancy projects**

Alpha's Charity of the Year Partnership is run each year by its Corporate Social Responsibility (CSR) team. In 2017 the CSR team has worked closely with staff from The Lucy Faithfull Foundation to understand where Alpha's consultancy expertise could make a difference. As a result, two flagship projects were designed to significantly enhance and streamline services provided by the charity:

- a substantially improved database to replace an existing paper-based storage system. The new system will have a major impact in reducing the wait-time of callers to the charity's [Stop it Now! Helpline](#) which provides confidential and anonymous

support to adults concerned about child sexual abuse and wanting to prevent a child from being abused.

- a cloud-based internal communications tool to help the Foundation's staff, many of whom work remotely, to communicate and collaborate on projects more effectively.

### **Alpha FMC offices worldwide take up the fundraising challenge**

The Alpha CSR team has also been successful in securing widespread participation in fundraising activities from every corner of the company. Many consultants took part in 'One Hour, One Day', an innovative fundraising idea that allows employees to donate either one hour or one day of their billable time direct from payroll. This scheme alone raised over £8,000.

Alpha FMC employees have also raised money by: taking part in the 100 mile Prudential Ride London challenge; staging their very own Bake Off in the office; sacrificing a weekend to take part in the arduous Yorkshire Three Peaks Challenge; giving up an evening to take part in a somewhat less arduous pub quiz. And consultants from Toronto to Singapore took part in 'Break the Cycle' which saw exercise bikes being placed in offices so Alpha staff could get on their bikes over lunch to raise a bit more sponsorship money!

The partnership also saw LFF staff impart crucial child sexual abuse prevention information to the Alpha workforce through a recorded seminar, written information and Q&A sessions. The information shared gives parents, grandparents, aunties and uncles the knowledge and tools they need to keep children safe.

Reflecting on the success of the partnership with Alpha FMC, Head of Fundraising and External Relations at The Lucy Faithfull Foundation, Deborah Denis, said:

**"Our partnership with Alpha this year has exceeded all expectations and is a great example of what a meaningful charity partnership should look like. Charities will always be grateful for the money these partnerships raise, but the engagement Alpha staff have shown in our work and their professionalism in setting up new systems for data storage and information flow will be worth far more. There is no doubt that their support will continue to impact positively on our work to protect children for many years to come. It's also been fascinating to work with professionals from a different field and we've learned so much in a very short space of time. Our heartfelt thanks to all our friends at Alpha for everything they have done for us over the last year."**

Nick Fienberg, Director, Alpha FMC, reflected:

**"We are sad to say goodbye to the Lucy Faithfull Foundation, but what a year it's been! After selection in a firm-wide vote, our employees across the globe really engaged with the cause, not only surpassing our fundraising expectations but also in the enthusiastic fulfilment of various pro bono tasks, through which we hope to leave a lasting legacy with**

**the Foundation. As we bid a fond farewell, we would like to thank the LFF for such an eye-opening partnership and wish them every success in the future.”**

Chief Executive of the Lucy Faithfull Foundation, Elaine McConnell added:

**“We are incredibly grateful to Alpha FMC for selecting us as their charity of the year 2017. We have benefited in so many ways. Partnerships that are as effective as this are few and far between and we hope it demonstrates what can be achieved when the private and voluntary sectors work together.”**

**Images from fundraising activities are available on request.**

### **Ends**

**For further information, and to discuss interview opportunities with a spokesperson from the Lucy Faithfull Foundation, please contact:**

**Matt Whitticase** (Media and Communications Manager): t: 07515 788456 / 01372 847160  
[mwhitticase@lucyfaithfull.org.uk](mailto:mwhitticase@lucyfaithfull.org.uk)

**For further information, and to discuss interview opportunities with a spokesperson from the Alpha FMC, please contact:**

<b>Ged Brumby</b>	<a href="mailto:gbrumby@smithfieldgroup.com">gbrumby@smithfieldgroup.com</a>	020 3047 2527
<b>Aidan Holloway</b>	<a href="mailto:aholloway@smithfieldgroup.com">aholloway@smithfieldgroup.com</a>	020 3047 2535

### **About Alpha FMC**

We supply perspective, strategy and technical expertise to the world’s top asset and wealth managers. As the company with the largest dedicated team of consultants to asset and wealth managers, we have unrivalled knowledge of what makes the industry tick. And, with offices around the world, no one can match our global expertise and ability to respond at a local level.

Our unique focus means we give clients solutions specifically geared to asset and wealth management. Our intellectual property, which includes unparalleled benchmarking data, methodologies and accelerators, gives clients fresh perspective on their services and strategies. Our access to regional insight and expertise means we can successfully manage and deliver complex global projects. Our consultants offer clients the benefit of experience gained in the industry or major consulting firms.

We must be doing something right. We already work for three quarters of the top 20 global asset managers. Now what can we do for you?

Alpha in numbers

- 275 consultants and contractors who are specialists in asset and wealth management
- Offices in 9 major financial centres London, Edinburgh, New York, Boston, Paris, The Hague, Luxembourg. Geneva and Singapore
- 130 top asset and wealth management clients

- Clients include 17 of the top 20 global asset managers by AUM and 60 per cent. of the top 50 as at 31 March 2017
- Network of specialist associates; c.50 engaged at any one time

| [www.alphafmc.com](http://www.alphafmc.com)

### **About The Lucy Faithfull Foundation**

Named after its founder, Baroness Lucy Faithfull of Wolvercote, The Lucy Faithfull Foundation is the only UK-wide child protection charity dedicated solely to preventing child sexual abuse. It works with entire families affected by or concerned about abuse including: adult male and female sexual abusers; young people with inappropriate sexual behaviours; victims of abuse and other family members. Drawing on expert knowledge about child sexual abuse the charity offers a broad range of services for professionals and members of the public. These include: assessments, intervention and treatment of known offenders, case specific advice and support, training and development courses and workshops, educational programmes for internet offenders and their families, circles of support and accountability, internet safety seminars for schools (teachers, parents and children) and Parents Protect! training for professionals, parents, carers and other adults. It also runs the Stop it Now! Campaign and Helpline (0808 1000 900). [www.lucyfaithfull.org.uk](http://www.lucyfaithfull.org.uk), [www.stopitnow.org.uk](http://www.stopitnow.org.uk) and [www.parentsprotect.co.uk](http://www.parentsprotect.co.uk)

### **About Stop it Now! UK and Ireland**

Stop it Now! UK and Ireland is a national campaign, Freephone confidential Helpline and website run by child protection charity, The Lucy Faithfull Foundation. It aims to prevent child sexual abuse by increasing public awareness and empowering people to act responsibly to protect children. Stop it Now! believes that it is the responsibility of all adults to take positive action to prevent the sexual abuse of children. Stop it Now! works with the government and child protection agencies, to promote public education and prevent child sexual abuse. The Stop it Now! helpline has been operating since 2002 and aims to prevent child abuse by encouraging abusers and potential abusers to seek help and by giving adults the information they need to protect children safely. Since 2002 the Helpline has provided advice and support to 35,000 callers and emailers, who together, make up 65,000 contacts. 55% of contacts were from people concerned about their own behaviour. [www.stopitnow.org.uk](http://www.stopitnow.org.uk) and [www.get-help.stopitnow.org.uk](http://www.get-help.stopitnow.org.uk)

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