

A first for German telephone fundraisers

united communications produces sustainability report for Deutscher Spendenhilfsdienst

Berlin, 11 March 2015 – A first for German telephone fundraisers: the Deutscher Spendenhilfsdienst is the first organisation of its kind to present a sustainability report, thus assuming a pioneering role in the branch. The publication was conceptualised and realised by united communications. The Deutscher Spendenhilfsdienst only works for charitable organisations – for which a high level of credibility is essential. It is even more important that service providers act as role models. In the first sustainability report many questions were answered: what are the employees’ working conditions? What type of quality controls are in place? And what about environmental protection? Through this proactive transparency, the Deutscher Spendenhilfsdienst wants to allow customers and their contributors to take a closer look at how they work, to gain trust and to set new standards for the branch.

Charitable organisations are increasingly being measured according to their effectiveness. Consequently, service providers are being called upon to clearly define their own understanding of responsible business practices and to integrate them into their work processes. According to Johannes Bausch, Managing Director of the Deutscher Spendenhilfsdienst, the report was directed at three target groups: “Transparency and social responsibility result in trust and credibility with our customers and contributors. Furthermore, our competition is welcome to feel called upon to produce their own sustainability report.”

For a long time now, the fundraising agency has promoted fair pay, continued training for workers, flexible working hours and service geared toward sustainability. Now this has also been documented. The Deutscher Spendenhilfsdienst was advised in this by the CSR and fundraising expert Dr Friedrich Haurert and also by the communications agency united communications. With their support a 24-page report was created, which expounds on the first phase of the sustainability process and the organisation’s internal structures, training systems, quality standards as well as their current contribution to environmental protection.

About Deutscher Spendenhilfsdienst

The Deutscher Spendenhilfsdienst was founded in Cologne in 1998 and opened an office in Berlin in 2010. The agency works exclusively for non-profit organisations from various areas, such as nature and animal protection, health and development aid. Annually, about 250,000 fundraising phone calls are made with donators. More information at: www.spendenhilfsdienst.de

About united communications

Creative, sustainable brand communication for businesses and non-profit organisations as well as supporting start-ups in brand building – this is what the agency united communications, which was founded in 1995 in Berlin, offers its clients. In 2010 united communications established the China Business Department to provide easier access to the European Market for private as well as public investors. Among the agency's current or former clients are: Olympus, AOC, Philips Displays/MMD, Hisense, MAICO Diagnostic, the European Commission, the German Tinnitus Foundation Charité, the children and youth election project U18, the European Centre for Allergy Research Foundation (ECARF), Maxell, Air China, Deutscher Spendenhilfsdienst, the Chinese Chamber of Commerce in Germany, the Chinese Cultural Centre, the Chinese Embassy, Tischler Schreiner Deutschland, the Fraunhofer Heinrich Hertz Institute, Philips Signage Solutions, HVB Immobilien, Nokia, Citizen Watch Europe, eBay, Volkswagen, NABU, Casio and Berlin Partner. united communications is a member of the following organisations: United Nations Global Compact, the international advertising agency network ComVort and the Federal Association of Foundations. More information at: www.united.de

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