



Press release

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Firms to save thousands off annual training budgets reveals Foundation charity offer

Local firms are set to save thousands of pounds off management training schemes thanks to a unique offer developed via the Birmingham & Black Country Foundation charity.

The charity, who helps to fund around 700 local community organisations each year, has announced that West Midlands based, national training firm, Crimson, is set to offer a highly sought after management training programme to companies at a third of market cost.

Crimson will absorb costs of running the popular course with any profits being donated directly to the Foundation. Only those signing up via the charity will benefit from this heavy discount.

Derek Inman, chief executive of the Birmingham Foundation said: "Not only will this exclusive offer save firms thousands of pounds on their training budgets, it will also bring much needed funds into the Birmingham & Black Country Foundation and as the amount payable is actually a donation it is subject to the usual charitable tax breaks too.

"We are the only gateway in the area that has a duty and immediate access to help thousands of local charities and the depth of breadth of those we assist is vast. The need for support remains strong and grows daily and we need to keep up!"

The Birmingham & Black Country Foundation related management programme will run every other month from October 2007 through to April 2008. Attendance at one programme day every two months is required. There will be exposure to the material every week during the programme: fortnightly email joggers, unlimited email access to the coach, a Buddy system and work-out logs all combine to maintain momentum, support and enthusiasm.

Mike Ames, chairman of Crimson and trustee of the Foundation charity said:
"Training and staff development is high on the agenda of all successful firms and is recognised as a key to running a successful business in today's marketplace. Most companies have an allocation of funds set aside to use against management training programmes or can even pay for the course using their charity budget.

"The Flair Business Coaching Programme, developed by Crimson, is a group coaching vehicle which combines entrepreneurial flair with corporate discipline to produce a down to earth and results driven programme for change. For anybody considering supporting employees through management training, this is a great opportunity to do so."

Those wishing to take advantage of the special rate of £1500 per person compared to £3500 need to contact the Birmingham & Black Country Foundation on 0121 214 2080 or email on derek.inman@btinternet.com

Ends

For more information contact Jennifer.chatham@btinternet.com or mike.ames@crimson.co.uk

Notes to the editor

- The Birmingham Foundation is a charitable trust set up in 1997 raising funds from businesses and individuals to promote and support local voluntary / community groups and projects within the area of Greater Birmingham.
- It serves as a conduit between the region's donors and do-ers and provides support through a programme of constructive grant making for people living within deprived and disadvantaged areas of Birmingham and the Black Country, reaching individuals through small grass-roots groups.
- During the last 12 months we have awarded more than £2.6 million in grants to 796 local voluntary and community projects. The average grant was about £3,500 and the quickest award was made in 24 hours from one of our donor advised funds.