A bold and engaging partnership plan

2027: Year One

CBRE Proposed Partnership Plan		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Milestones	Targets and when we'd hope to achieve them. (We would adapt this based on historic performance, etc.)			First 100k Fundraised		First pro bono project agreed				1000 Volunteering hours achieved, 95%+ volunteer satisfaction			£400k Fundraising Milestone
Headline Theme	Used to coordinate activities and drive a sense of prioritisation	Together, No Family Faces Terminal Illness Alone	The First Hour: Starting the conversation	Paint CBRE Yellow: Marie Curie Great Daffodil Appeal	Building to the Future	Every Stroke Counts	Give Your Time	Building Better Support	Miles for Marie Curie	Every Family, Every Community	Yelloween	A Month of Thanks	Light Up Christmas
£400k Fundraising Milestone	Goal of the month	Getting to know the COTY in all offices	Driving conversations around death and dying, inspiring activity and plans for the years to come	Engaging with Marie Curie's principal annual campaign moment	Sponsoring the housebuilder's brain game and building legacy through funding	Row 50 and kicking off peak challenge event season	National volunteering month	Driving pro bono support and mobilisation now the two organisations know each other properly	Accessible summer challenges to motivate and engage a summery of competition	As the seasons change, go beyond Marie Curie's Caring Services to discover our impact on legislation, policy and research	Halloween fundraising	Our month to make CBRE feel truly valued and special	Christmas fundraising and connection to the cause
Colleague Awareness	How we'd engage your employee base in the partnership and communicate regularly about Marie Curie and the social value CBRE are delivering	Launch Announcement (All-Hands opportunity if possible)	Employee newsletter: What is GDA?, Why does it matter? & How to get involved	Employee newsletter: Hear from a Marie Curie storyteller	Q2 Updates to the organisation (meeting or video)	Employee newsletter: How to get involved in upcoming challenges	Employee newsletter: How to volunteer for Marie Curie, and how easy it can be	Q3 Updates to the organisation (meeting or video)	Employee newsletter: How peak challenge season is going, competition between offices, etc.	Employee newsletter: Pro bono update	Q4 Updates to the organisation (meeting or video)	Employee newsletter: The impact you've had this year	Employee newsletter - Yearly wrap up
Thought Leadership	How we'd educate colleagues on Marie Curie's work, why we exist and how to talk about bereavement and death. Promoting conversations around death, bereavement and dying. Challenging societal taboo.		Demistifying death - colleague education on the taboo of death and how to converse about itW	Marie Curie playing cards in all office canteens, to promote conversations around death, diagnosis and grief.		Demistifying death - training on how to talk about diagnosis and grief for managers and colleagues	Community Conversations: Encouraging microvolunteering actions to drive a national conversation on council tax exemptions from local councils for terminally ill individuals		The crisis in end of life care - colleague policy/ research updates			Marie Curie Companions - what is the service and how does it help people?	Trees of reflection in every office
Colleague Fundraising	How your employees could help us raise vital funds	Education on payroll giving, sponsored new years resolution challenges	Planning for GDA - local community street collections,	GDA Collections, Themed Office Days	Spring Cleaning - Donations to charity shops	CBRE Inter Office Sports Day		Summer Socials	School holidays - Get the kids involved	Marie Curie Top of the Shops	Halloween Fundraising		Christmas Fundraising
Events/Challenges	How your employees can take on personal or team challenges to raise funds. We can offer exclusive places for some of the nations biggest events. Places are limited with specific fundriaisng targets expected. For some events participants would have to formally apply.		Kerala Cycle (Marie Curie Event)	Swimathon (Marie Curie Event)	Glasgow Kilt Walk	Row 50, Jurassic Coast Ultra Trail	Great Property Bike Ride (or successor event), Beat the 3 Lochs (Marie Curie Event), London to Paris Cycle	North Downs Trail, Beat Hadrian's Wall (Marie Curie Event)	The Borders	Beat the Mournes (Marie Curie Event), Great North Run, Edinburgh Kilt Walk, Northern Ireland Twilight Walk, London to Amsterdam Cycle			CBRE Bespoke Event (TBC) - Building abseil challenge
Pro-Bono Time Donation	How your employees could volunteer their expertise to support us and our work	Project One Kick Off Phase - get to know each organisation, understand challenges, ideate solutions				Project One - Working phase					Project One - Launch, Testing, Analysis		
Other Opportunities	Other ways the partnership could work with Marie Curie				Headline sponsor opportunity: Marie Curie Housebuilder's Brain Game								
Employee Volunteering	How your employees could choose to volunteer for Marie Curie, supporting our work	Always on: Volunteering - employees encouraged to engage with the partnership through a menu of opportunities that range from at-your-desk micro volunteering through the more significant volunteering opportunities											
Marketing & Communications	How we communicate and celebrate the partnership	Always on: Marcomms - Social and PR from Marie Curie to promote the partnership, its work and impact											
Sector Recognition	How we ensure both organisations sectors recognise and celebrate the partnership and grow our impact on policy, researcy and awareness												
Reporting and measuring impact	Your Corporate Partnership Manager can provide monthly reporting mapped to your KPIs and fundraising, and provide more detailed quaterly or annual reports to demonstrate your impact and feed into your reporting structure.	Always on: Account Reporting											

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2027: Year Two

CBRE Proposed Partnership Plan		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Milestones	Targets and when we'd hope to achieve them. (We would adapt this based on historic performance, etc.)			£600k Fundraising Milestone	Second Pro Bono agreed in principle					2000 Volunteering hours achieved, 95%+ volunteer satisfaction			£1 Million Raised
Headline Theme	Used to coordinate activities and drive a sense of prioritisation	80 Years of Care: Resolutions for the future	Acts of Compassion	Paint CBRE Yellow: Marie Curie Great Daffodil Appeal	Changing the Conversation	RowGo	80 Ways to Give Time	80 Years of Care. One Shared Future	The Great 80 Challenges	Support Without Barriers	No One Left in the Dark	The Difference We Built Together	A Lasting Light
£400k Fundraising Milestone	Goal of the month	Launch the NHS anniversary year, plan for the year ahead	Inspire local action and GDA prep	Engaging with Marie Curie's principal annual campaign moment	Social change and campaigning	Planning for a summer of hero event challenges Pro bono delivery and impact	National volunteering month		Inclusive mass participation	Inclusion, access and financial security	Winter loneliness	Evaluation, stories and recognition	Christmas, celebration and legacy
Colleague Awareness	How we'd engage your employee base in the partnership and communicate regularly about Marie Curie and the social value CBRE are delivering	Year One Summary (All-Hands opportunity if possible)	Employee newsletter - What to expect in year two and get involved in GDA	Employee newsletter - Fundraising milestone and your impact	Q2 Updates (meeting or video)	Employee newsletter - Get involved this summer	Employee newsletter - ProBono get involved	Q3 Updates (meeting or video)	Employee newsletter - Summer update and what to expect for our final 6 months	Employee newsletter - Marie Curie and the support we offer	Q4 Updates (meeting or video)	Employee newsletter - Giving thanks and celebrating your impact	Wrap Up (All-Hands opportunity if possible)
Thought Leadership	How we'd educate colleagues on Marie Curie's work, why we exist and how to talk about bereavement and death. Promoting conversations around death, bereavement and dying. Challenging societal taboo.		Marie Curie Information & Support - how we support people beyond hospice care in hospice/home.			How Marie Curie is adapting services to suit a modern NHS			How Marie Curie helps contribute to research around death, dying and bereavement. The Marie Curie pharmacy daffodil standards.			CBRE and Marie Curie - the contribution you've made	Trees of reflection to remember loved ones in every office
Colleague Fundraising	How your employees could help us raise vital funds	Education pushes on payroll giving, sponsored new years resolution challenges	Planning for GDA - local community street collections,	GDA Collections, Themed Office Days	Spring Cleaning - Donations to charity shops	CBRE Inter Office Sports Day		Summer Socials	80 Challenges, School holidays - Get the kids involved	Marie Curie Top of the Shops	Halloween Fundraising		Christmas Fundraising
Events/Challenges	How your employees can take on personal or team challenges to raise funds. We can offer exclusive places for some of the nations biggest events. Places are limited with specific fundriaisng targets expected. For some events participants would have to formally apply.		Kerala Cycle (Marie Curie Event)	Swimathon (Marie Curie Event)	Glasgow Kilt Walk	Row 50, Jurassic Coast Ultra Trail	Great Property Bike Ride (or successor event), Beat the 3 Lochs (Marie Curie Event), London to Paris Cycle	North Downs Trail, Beat Hadrian's Wall (Marie Curie Event)	The Borders	Beat the Mournes (Marie Curie Event), Great North Run, Edinburgh Kilt Walk, Northern Ireland Twilight Walk, London to Amsterdam Cycle			CBRE Bespoke Event (TBC) - Building abseil
Pro-Bono Time Donation	How your employees could volunteer their expertise to support us and our work	Project Two Kick Off Phase - Research, understand challenges, ideate solutions				Project Two - Working phase					Project Two - Launch, Testing, Analysis		
Other Opportunities	Other ways the partnership could work with Marie Curie				Headline sponsor opportunity: Marie Curie Housebuilder's Brain Game								
Employee Volunteering	How your employees could choose to volunteer for Marie Curie, supporting our work	Always on: Volunteering - employees encouraged to engage with the partnership through a menu of opportunities that range from at-your-desk micro volunteering through the more significant volunteering opportunities											
Marketing & Communications	How we communicate and celebrate the partnership	Always on: Marcomms - Social and PR from Marie Curie to promote the partnership, its work and impact											
Sector Recognition	How we ensure both organisations sectors recognise and celebrate the partnership and grow our impact on policy, researcy and awareness	Always on: Sector Awards (and going beyond 2028) - Marie Curie's Corporate Partnerships team is award winning. In 2026 we've had 3 partnerships shortlisted at the Business Charity Awards, Two at the Third Sector Excellence Awards and five at the Corporate Engagement Awards											
Reporting and measuring impact	Your Corporate Partnership Manager can provide monthly reporting mapped to your KPIs and fundraising, and provide more detailed quaterly or annual reports to demonstrate your impact and feed into your reporting structure.	Always on: Account Reporting											