

# Interim

## FREE MARKETING EXPERTISE FOR CHARITIES



Just like any business, a charity needs to get sound marketing advice in order to achieve its goals. Now a leading marketing house, Alternatives, is boldly claiming that it will provide top-level marketing expertise free of charge to chosen charities. Founders Aldagh and Sandra first came up with the initiative when they spent time in Haiti recently learning about strategic Corporate Social Responsibility (CSR). Aldagh explains the process: "It's a win-win-win. For the charities, they gain access to experienced marketers free of charge. For the volunteers, they will be able to provide high impact marketing contributions in an easy and flexible way. And for Alternatives, we are able to apply Interim Marketing (the cost-effective concept that we pioneered several years ago and which has now become

an integral part of many Irish firms. In a nutshell, these companies hire in the best marketing talent for a dedicated period of time to complete a particular task which requires a skill that they don't currently have in their business). The interim model fits perfectly as a new generation form of Corporate Social Responsibility (CSR) programme." There are already 16 charities with 30-plus projects signed up to the programme. For more information log onto [www.alternatives.ie](http://www.alternatives.ie)

Pictured: (L - R) Vanessa Hartley, Head of Banking and Savings at Halifax Bank of Scotland Ireland, Rosaleen Thomas of the Hope Foundation, Aldagh McDonagh, Alternatives and Elena Alliloueva-Lorgan, ChildFund Alliance Ireland

## EQUALITY FOR WOMEN FUND

Earlier this year the Minister for Justice, Equality and Law Reform, Mr. Dermot Ahern T.D. launched the "Access to Employment" strand of the 2008-2013 Equality for Women Measure. There are four strands that will be launched sequentially addressing labour market activation, entrepreneurship for women, initiatives to support the

advancement of women already in the labour market and to increase the numbers of women in decision-making. Minister Ahern announced that "The Government has doubled the allocation to the new Equality for Women Measure and we are making €61 million available under the current National Development Plan to support positive actions for women."