



CASE STUDY

The Manchester AO Arena



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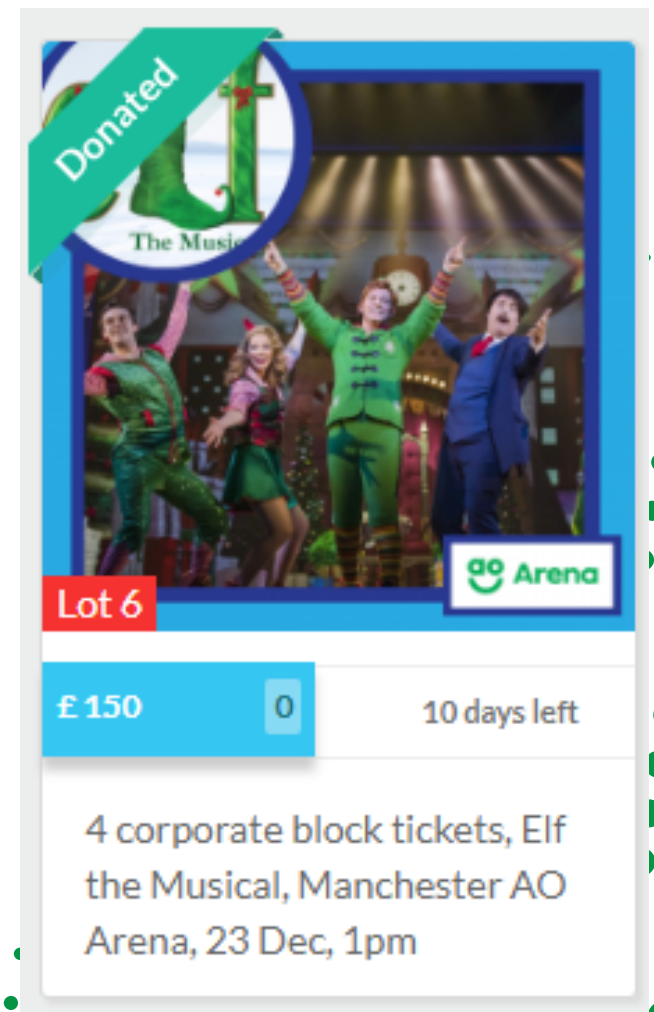
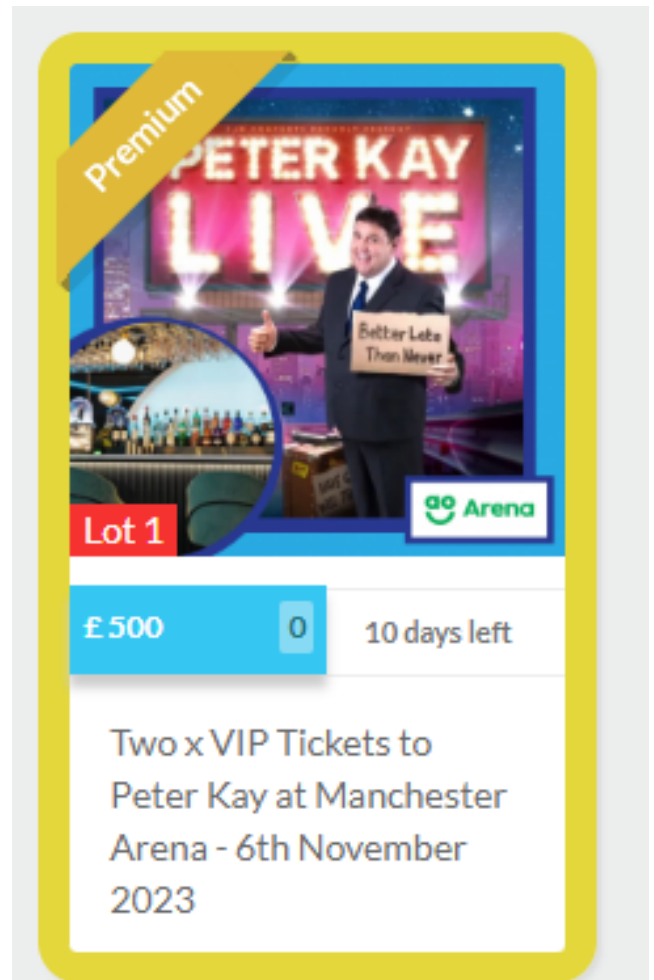
In 2023, MACS and The Manchester AO Arena formed a mutually beneficial partnership.

MACS was looking for fundraising support for our first online auction. The Manchester AO Arena was looking to develop their charity partnership programme.

Arena staff were quick to realise that their platform can help our small, national charity raise our profile and income and soon after initial contact, staff from MACS visited the Arena for a meeting and a way forward was soon established.

The Manchester AO Arena very kindly, and generously, donated prizes to the auction and plans were discussed for member and fundraising events to be held there in the future. In return, MACS were more than happy to increase the Arena's exposure by promoting their support to our membership (3,300 people across the UK) and beyond.

The timing of this partnership was such that the Arena was starting to think about reaching out to charities who could benefit from their involvement. To help with this, MACS has offered to share our skill set to help develop their charity documents for wider and future benefit, for example consulting on the development of a Charity Commercial Participatory Agreement.



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“After initial contact with MACS, I soon realised there was a lot we could do to help.

I am very proud of the partnership we have developed over the months. Not just because it aligns perfectly with our own corporate values of making a positive impact on society, but knowing that our contributions are making a real difference to the lives of children born without eyes, or with underdeveloped eyes, and their families.

Working with MACS has brought a real sense of fulfilment and purpose. By investing in their mission, we not only fulfil our duty to give back to the community but also contribute to a brighter future for MACS families.

It's been a pleasure working with the MACS team. Together, we're not just supporting a charity; we're nurturing hope, fostering growth, and building a more compassionate world.”

Jen Axford, Senior Business Development Manager, The Manchester AO Arena

