

# NEXUS™

## ARE YOU A CHARITY, SOCIAL ENTERPRISE OR START UP BUSINESS LOOKING FOR THE FOLLOWING?

- Access to a wider business community to help you develop your business connections
- To learn key business skills from a wide range of local experts
- Valuable on and off line profile through established local business network, B4
- Access to a wide range of networking events throughout the year

## ALL FOR FREE?

IF SO, FIND OUT MORE INSIDE

[WWW.NEXUS.B4-BUSINESS.COM](http://WWW.NEXUS.B4-BUSINESS.COM)

**JOIN US AT AN INTRODUCTION EVENT**

SEE BACK COVER FOR MORE DETAILS

A group of people's hands are stacked in a high-five gesture in an office setting. The hands are of various skin tones, and the people are wearing different types of clothing, including a grey sweater, a brown jacket, and a blue checkered shirt. The background shows office desks with laptops and a window with a grid pattern. Two large yellow triangles are overlaid on the image, one pointing downwards and one pointing upwards, framing the central text.

*"We are absolutely thrilled and honoured to be working with Tim and the team at Sobell! What a privilege."*

**Jonna Mundy, You HR**

*"It is vital, as one of the county's larger businesses, that we set the example and encourage more businesses to become more responsible."*

**Dominic Hare, Blenheim Palace**

## WHAT IS NEXUS ?

**B4**, Oxfordshire's leading B2B networking community, has developed **NEXUS**, a programme which partners local businesses (**Supporters**) with charities, social enterprises and start-up businesses (**Affiliates**) to provide them with a huge variety of profile, learning, experience and connection opportunities through **B4's** wide range of media platforms for **a period of 12 months**.

In addition, partnering with a local business provides additional opportunities for you to both benefit from.

**See Page 4 for more details about the benefits of NEXUS.**

## AS AN AFFILIATE DO I HAVE TO OFFER ANYTHING IN RETURN?

There is no financial commitment required on your part, however, in order to attract a **Supporter** you might want to offer some benefits in return. As a charity or social enterprise you might be able to offer a team building experience or opportunity for your **Supporter** to benefit from your specific skillset. As a start-up business you might want to offer your services or product to your **Supporter**.

## IF I DON'T PAY ANYTHING WHO DOES?

**Supporters** have to pay **£1,500+VAT** to be part of the **NEXUS** programme and support an **Affiliate** (You). For this they secure the same benefits as you do as per the table overleaf.

*"I think when businesses consider partnerships with charities, they underestimate the positive impact on their business, not just the impact they can have by supporting a charity."*

**Tony Hobbs,**  
Chapman, Robinson & Moore



## WHAT ARE THE BENEFITS OF NEXUS ?

Benefits can be classified under the following two headings:

- A. The possible benefits of the collaboration with your **Supporter**
- B. The benefits provided to you by **B4**

### A. AFFILIATE BENEFITS COULD INCLUDE:

- Just being associated with your **Supporter** could provide your organisation with credibility.
- Your **Supporter** might be able to provide you with discounted or complimentary services or products to help you save much needed costs.
- There are endless ways in which a **Supporter** might be able to support charitable and social enterprises through their events / fundraising activities during the year.
- **Supporters** can act as mentors for **Affiliates** to provide them with expert and much needed advice.
- Charities and social enterprises might offer team-building opportunities for their **Supporters** which are in turn benefits for them as **Affiliates** – helping to decorate buildings, clear gardens etc...
- All **Affiliates** can promote that they are being supported by an established local business in their promotional material.

### B. BENEFITS PROVIDED BY B4:

Silver Speaker slot (20 minutes up to 20 delegates) or Silver Exhibition Stand at <b>BIO2020</b>	✓
Tickets for <b>BIO2020</b>	✓
Access to <b>BIO2020</b> Support Workshops	✓
<b>B4</b> Silver Membership for 12 months – including one page in <b>B4</b> Magazine	✓
Additional Page in <b>B4</b> Magazine (so two pages in <b>B4</b> Magazine for both <b>Supporter</b> and <b>Affiliate</b> )	✓
<b>Oxfordshire Voice</b> Forum Partnership for 12 months	✓

The value of B4 services above is in excess of £2,500+VAT for both Supporter and Affiliate so in excess of £5,000+VAT combined.

*"I work with a lot of social enterprises who find it difficult to secure profile and connections, but NEXUS delivers both, at no cost."*

**Grant Hayward, Collaborent**

## MORE **ABOUT**



**B4** isn't just a networking group. We work to develop business relationships that will last a lifetime and bring you success and valuable connections for years.

Through a wide variety of events from casual mingling in beautiful venues, to fine dining in prestigious establishments where you can forge excellent relationships with some great characters in the **B4** community, **B4** has it all.

[www.b4-business.com](http://www.b4-business.com)



**BIO2020**, the three-day thought-provoking event that helps 'Change the Way You Think'. Organised and curated annually by **B4, Business in Oxford** is the biggest business networking and showcase event in the county.

Now in its 7th year, **BIO2020** will look at how to cultivate the right behaviours and adopt proven best practices to achieve and expand commercial business success.

[www.businessinoxford.com](http://www.businessinoxford.com)



**Oxfordshire Voice** is a unique collaboration between public and private sector organisations in Oxfordshire who work together to not only promote the positive aspects of Oxfordshire but also discuss solutions to help Oxfordshire continue its impressive history of growth.

Oxfordshire is one of the most vibrant regions in the country, but growth comes at a cost with growing housing, transport, social and skills problems presenting very real challenges to continued economic prosperity.

[www.oxvoice.co.uk](http://www.oxvoice.co.uk)



## SECURING A **SUPPORTER**

There are three ways you can secure a **Supporter**:

1. A **Supporter** who knows you may approach you directly.
2. You can approach a potential **Supporter** that you know already and ask them to support you.
3. You can register on the **NEXUS** website as an **Affiliate** and we will do our best to promote that you are looking for a **Supporter**. The following opportunities are also open to you:
  - ✓ Attend one of our **NEXUS** introduction events in 2020 to connect with potential **Supporters**.
  - ✓ Speak at one of our **NEXUS** introduction events and tell those in attendance why you would be a great **Affiliate**.
  - ✓ Subject to availability we can shoot two videos for you. One is to promote you as an **Affiliate** looking for a **Supporter** and one is a promotional video that you can use to promote yourself through your own website and social media platforms, all with our compliments.

## WHAT IF I COLLABORATE WITH MY **SUPPORTER** ON EVENTS AND OTHER INITIATIVES?

If you choose to work with your **Supporter** on initiatives between you then please do tell us about them so that we can promote whatever this might be in **B4** Magazine and social media where possible. It will all help to create a fantastic spirit of goodwill surrounding the **NEXUS** partnership.

## STRATEGIC **PARTNERSHIPS**

Where possible there should be a good fit with your **Supporter**. For example, shared interests in a particular social or environmental issue or a particular skill which is relevant to both the **Affiliate** and **Supporter**.

## NO **EXCLUSIVITY**

**NEXUS** Partnerships don't preclude a **Supporter** working with other **Affiliates** and vice versa, in fact we actively encourage it.

## WHAT HAPPENS AT THE END OF YOUR **12 MONTH PARTNERSHIP?**

It's up to the **Supporter** and the **Affiliate**. You might want to go your separate ways and choose a new **Affiliate** or stay together.



Just some of the partnerships already formed



## IN PARTNERSHIP MODUS ACCOUNTANTS & OXFORD UNITED IN THE COMMUNITY

**Mike Foster, Managing Director, Modus Accountants** said: “Modus Accountants are delighted to be sponsoring Oxford United in the Community to become part of the B4 network via the **NEXUS** initiative.

“I’ve worked closely with the charity for some time and we wanted to support the great work that they are undertaking in support of the local community on behalf of the football club.

“As supporters of grassroots football and development, we saw this as the perfect partnership for Modus and we are excited about exploring how we can work together in support of the charity’s new strategy.”

**Chris Lowes, Head of Charity, Oxford United in the Community** said: “Thank you to Modus Accountants for your generous support. Being part of **NEXUS** will further connect the charity in the county’s active and engaging business community. Working in partnership with businesses and other charities will be vital to our ability to deliver increased social impact.”

# NEXUS™



## WHO WILL YOU SUPPORT?

### INTRODUCTION EVENTS

4th February, 9th March, 8th April & 13th May  
at JURYS INN OXFORD

PLEASE REGISTER AT: [HTTPS://B4NEXUS.EVENTBRITE.COM](https://B4NEXUS.EVENTBRITE.COM)

If you would like to discuss **NEXUS** with the **B4** team, please call us on **01865 742 211**  
or email us at [NEXUS@B4-BUSINESS.COM](mailto:NEXUS@B4-BUSINESS.COM)

or for further information visit  
[WWW.NEXUS.B4-BUSINESS.COM](http://WWW.NEXUS.B4-BUSINESS.COM)