

## Crisis & Reputation Management for Charities in 2024

The forthcoming general election is set to be dominated by a serious clash of values, as politicians seek to put distance between themselves and their political opponents on a range of social issues. It is nearly 10 years since a general election focused on domestic issues, and this, combined with the fact that neither main party can make substantial spending commitments, increases the risk profile for many charities.

This is particularly the case given the dangers of being dragged into 'culture war' topics, whether inadvertently or as the result of an ambush by a hostile third party.



Along with the threat posed by political volatility, charities are also facing unprecedented internal issues around employee activism, political expression in the workplace, a demand for solidarity statements and organisational stances on divisive topics.

These politicised topics and internal matters are often difficult to communicate about, and leaders can quickly find themselves, and their charity, the subject of criticism whatever their stance.

As senior leaders it is an essential part of risk management to ask yourself whether your charity

is ready to handle these threats. Are plans in place and are senior leaders and Trustees satisfied that everything has been done to prepare? Are you aware of your charity's exposure to risk and likely media approaches?

### 2024 Risk Categories include;

- Stances on geopolitical events
- Equality, diversity and inclusion strategy
- Political expression in the workplace
- Governance failures
- Financial sustainability
- Third party collaboration and funding  
e.g. guest speakers & sponsors

Our specialist charities team supports senior leadership and in-house communications personnel as they navigate both complex external and internal reputational matters, with a combination of PR support, strategic counsel, and stakeholder management advice.

For a discreet, no obligation discussion about your needs, please call our team on **020 7692 5675** or email **[enquiries@alder-uk.com](mailto:enquiries@alder-uk.com)**