

Abstract

Cooperation between market societies and civil society organizations is a phenomenon in modern society. On the part of companies, this cooperation meets the concept of socially responsible business, for the introduction of which companies may have different motivations. For supported organizations, this cooperation is one of the possible sources to develop their activities.

Based on the study of documents and also conducting semi-structured interviews with respondents, I find out the forms of cooperation between Sue Ryder and market partners. In addition, the interviews provide an assessment of the different types of partnerships from the perspective of Sue Ryder.

The thesis provides an overview of the most important forms of cooperation between Sue Ryder and companies and shows that this cross-sectoral cooperation can bring benefits, but also negatives for the supported organization.