

F4S

Project Sponsorship

Inspiring the next generation together

The problems we solve

In the UK today we face a two-sided problem.

Young people, particularly those from less advantaged backgrounds, are not getting access to relevant careers education and insights in to the required skills to successfully transition into today's world of work.

Likewise, employers are facing a skills shortage which is impacting the ability to build a diverse and talent rich workforce.

We work with you to:

- > Address skills gaps
- > Build your talent pipeline
- > Drive gender equity in your workforce
- > Promote early careers opportunities
- > Increase social mobility
- > Engage employees in community outreach

Our approach

Help us reach our ambition to impact 2.5 million students across the UK by the end of 2023.

F4S improves the employment chances of young people by connecting them with inspiring role models.

Our free, quick and easy platform supports educators to invite role models into the classroom. This supports young people to feel empowered and confident about their future career opportunities.

We work to give all young people access to relatable role models and equal careers opportunities. Our model is aligned with the UN Sustainable Development Goals to achieve a sustainable future for all and help you to drive a skilled and diverse workforce.

1.4 million student-role model encounters

447,000 students impacted

6,000 diverse role models

21,000 hours of volunteering

Diversity and inclusion

Research show that four or more encounters with relatable role models can reduce the likelihood of young people becoming NEET (Not in Education, Employment or Training) by 86%.

Evidence shows that 1 in 4 children don't have positive role models in their life, despite the impact they have on their achievements and future success.

We believe all young people deserve equal access to role models to educate them on career pathways and raise their career aspirations. With our diverse community of 6,000+ volunteers, educators can invite the most relatable individuals to be role models for their students.

This delivers a greater impact for young people in minority groups who lack relatable role models, promotes social mobility and students benefit from meeting a diverse representation speakers.



Volunteer role models are at the heart of everything we do

We connect your employees with young people from 6-24 years old, either in-person or virtually.

Engaging with young people offers a sense of fulfillment and professional development for your employees, while nurturing your future talent pipeline.

Our diverse network of relatable role models inspire young people through industry insights, skills workshops, or highlighting pathways such as apprenticeships.

Preparing young people for jobs of today, we focus on 3 pillars:

- **Sustainability**
- **Digital careers**
- **Maths4Girls - driving equity in STEM**



Careers in Sustainability

The UK has ambitious net zero targets for 2030, yet business leaders are concerned at the gaps in emerging talent and innovation. This is shared by educators who aren't confident on how they can translate Gen Z's passion for sustainability into green careers.

Sustainability is becoming an increasing priority for all businesses, and innovation is key to achieving this. We host student and educator events focused on bringing green careers to the forefront for young people.

Our new **'Sustainable Futures' programme in collaboration with WWF** compliments our existing work to showcase how every role in every business has a responsibility to think green. You can help us educate, inspire and prepare young people to achieve career success whilst contributing to climate change.



Closing the Digital Skills Gap

The number of young people taking technology related subjects at GCSE has dropped by 40% since 2015.

69% of UK businesses believe their organisation is facing a digital skills gap.

The existing digital skills gap, exacerbated by Brexit, is further strained by the demand for technology related skills to support our economic recovery post pandemic. This highlights the urgent need for employers to support the upskilling of young people in this dominant sector.

Role models play a vital role in achieving this goal by inspiring interest in **AI, cloud, robotics and more**, and highlight the diverse opportunities and pathways available in the digital arena.



Maths4Girls

Despite evidence of equal gender ability in maths at GCSE, there is a underrepresentation of girls pursuing maths post-16, which impacts at both an individual and societal level.

Maths4Girls works to combat the gender gap in business by inviting a diverse community of role models to demonstrate the importance of maths as a core foundation and the limitless career opportunities maths presents.

Role models help to drive **gender equity** in industries which are currently underrepresented by females. This also increases **financial independence, social mobility, economic growth** and empowers more female entrepreneurs.



Be part of the movement

Founders4Schools depends on the generosity of sponsors and funders to ensure we continue to operate as a free platform for all educators in any school or college.

Educators use our platform to connect students with impactful role models who can change the trajectory of all young people but particularly the most disadvantaged young people in the UK.

As an annual project sponsor for **Maths4Girls, Sustainability or Digital Careers**, you will enable us to raise our profile and scale in terms of students impacted and geographical reach, whilst publicly demonstrating your commitment to early careers, social mobility and equity.

Not only will you be **investing in the future** and inspiring the next generation of your workforce, this is a fantastic opportunity to enhance your **corporate social responsibility** and **engage your employees** in community outreach.

Project Sponsorship

Showcase your organisation's commitment to advancing careers education, building your future talent pool and strengthening the economy.

Exclusive Sponsor: £65,000 per annum*

As the exclusive sponsor of this project, you will receive additional benefits (see slide 9) as part of your sponsorship package, and first refusal on repeat annual commitment.

Co-Sponsor: £30,000 per annum*

To accommodate budgets, we also offer you the opportunity to co-sponsor with other organisations who share your values.

*subject to VAT

We will deliver a premium corporate partnership which includes the following benefits:

Branding & PR

You will receive brand placement on the project website pages, on any printed or digital materials and comms related to the project. We will issue a press release to announce the partnership, and regularly promote your support through guest blogs and case studies across our comms channels, as well as in our newsletters to educators, business volunteers and other key stakeholders.

Volunteering made easy.

We support your community outreach programmes through our quick and easy volunteering platform, giving you the ability to connect with thousands of young people every year and fulfil CSR goals.

Project Sponsorship

Impact data dashboard.

You will have access to your volunteering insights such as no. registered volunteers, hours volunteered, no. students inspired and geographic data.

Project Sponsor badge.

You will receive a digital badge to showcase your commitment to young careers on your website.

Access to future talent.

We will promote your early careers opportunities such as apprenticeships and internships, and facilitate a min. of 3 meaningful work experience placements (virtual, for ages 16+).

Bespoke spotlight webinars.

You can provide a 360 view of your organisation to outline the different roles and opportunities you offer through a virtual webinar organised by F4S.

Regular communication & account management.

We keep in touch through regular newsletters, and scheduled quarterly meetings to maximise engagement and impact from the partnership.

Employee fundraising

We can provide opportunities for team building such as walks, marathons, cycles and skydives whilst raising funds for bright young futures. We also help facilitate Payroll Giving to enable your employees to donate to F4S.

Additional Exclusive Sponsor benefits

As an exclusive sponsor, you will also benefit from the following:

Invitation to join our F4S board advisory committee

A senior representative will be invited to join our board of esteemed advisors and support the direction and success of the charity led by our [board of trustees](#), including **Claire Valoti, VP, Snapchat** and **Joanne Hannaford, CTO at Credit Suisse**.

Exclusive event invitations.

You will receive priority invites to attend F4S events throughout the year, such as trustee, partner and sponsor receptions, our COP 26 fringe event and [Careers Jam](#), our national careers event where we will also offer a complimentary exhibition stand & speaker slot.

Enhanced brand positioning.

Your company logo will feature on the www.f4s.org.uk homepage as a principal sponsor of F4S, and your chosen project's encounter icon will also be branded with your logo.

**One size may not fit all,
so let us know how we
can work with you to
meet your strategic
goals.**

Friends of F4S

Amongst others, we are proud to be supported by:



HITACHI

ABB

NOVARTIS



The Scottish Government
Riaghaltas na h-Alba

CHUBB®



Women in Finance®



Innovate
UK

sage Foundation

h&f
hammersmith & fulham



**“These young people are 0% of our current workforce,
but 100% of our future workforce”**

- Ian Funnell, CEO at Hitachi ABB Power Grids



To tackle inequality, provide equal access to the world of work, and ensure the future stability of our economy, **we need your support.**

To discuss project sponsorship, please contact:

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