



we help  
young people  
**discover**  
their future

# what we do

We are an educational charity established in 2009 which enables employers and schools to connect directly so that:

Every young person has the chance to meet people from the world of work who can inspire and motivate, helping them **realise their full potential**

Employers can **engage with their communities** both locally and nationally and it is really easy for staff to volunteer in different ways in schools and with young people

education  
and  
employers



# **We can** **help you**

*support your employees  
and local communities  
and help you reach your  
business needs and  
social purpose / CSR  
goals*

# 99%

of people who volunteer with us  
feel that they made a difference to  
the lives of young people

*develop your  
employees' professional  
skills*

from presentations and  
communication skills to strategic  
leadership and broad experience

*diversify your talent  
pipeline*

reach young people from under-  
represented groups and tackle  
myths and stereotypes

*connect with schools  
and colleges across the  
country*

11,500 schools and colleges have  
registered - 85% of secondaries  
and 35% of primary

*demonstrate social  
value in tendered  
contracts*

and have it independently verified

# our programmes

## **inspiring** the **future**

connecting schools and employers

A state-of-the-art online matchmaking platform connecting schools and employers anywhere in the country quickly and easily to inspire young people

## **primary** **futures**

starting in primary schools

Using the Inspiring the Future platform to connect primary schools and employers to inspire children and challenge ingrained stereotypes

## **inspiring** **governance**

supporting school governance

Placing people onto strategic school governing bodies, helping them gain valuable professional skills whilst supporting local communities in greatest need

## **icould**

inspiring career stories

A video library for schools, parents and young people featuring over 1000 people talking about their careers, with over 1 million views per year

# underpinned by research

The key findings in our 70 research reports shows student links with employers helps to:

Broaden young peoples' horizons and raise their aspirations

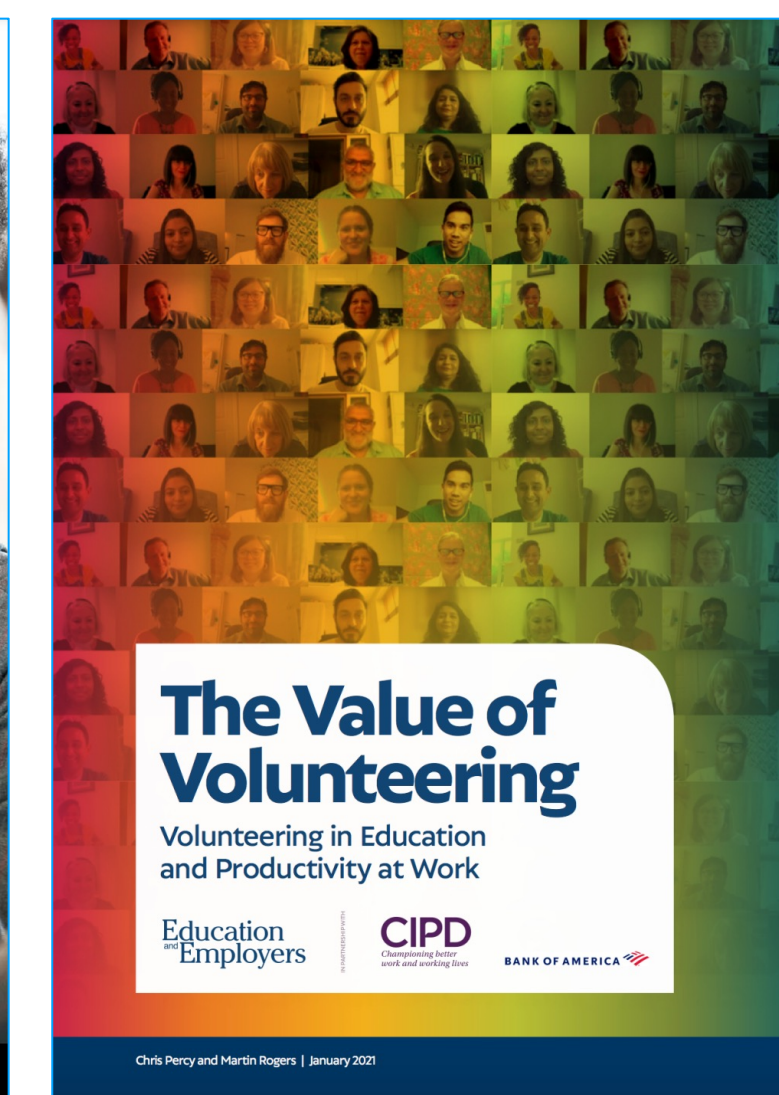
Excite children about subjects, increasing motivation, confidence and attitude to learning

Challenge gender and social stereotypes

Improve academic attainment

Increase young people's earning potential

Reduce the likelihood of young people becoming NEET (Not in Education, Employment or Training) - our '4 or more encounters' report



# your people

And our research has also shown employees benefit themselves – **being more motivated, more productive, with a better sense of well-being and developing** their skills such as communication and leadership

Our work on the impact of employer engagement in education has informed government policies around the world, working with organisations like the OECD and the World Economic Forum

education  
and  
employers



# our reach

Our charity works in partnership with a wide range of employers, professional bodies, organisations representing education, charities and government

We use innovative and bespoke state-of-the-art match-making technology to connect education and employers so that we can have huge impact at minimum cost

## *We have:*

enabled **3,500,000** interactions between young people and employers and their employees

**80,000** volunteers registered from **5,000+** employers

**11,500** schools and colleges signed up - **85%** of secondary and **35%** of primary schools

**24,000** teachers registered

**7,500** skilled professionals placed as school governors

We operate across the whole of the UK and internationally



Our 2 minute film, Redraw the Balance, showing the reality of gender stereotyping starting in primary schools has been viewed more than **100 million times**

# we can help you

by providing a wide range  
of flexible volunteering  
opportunities

education  
and  
employers





# via our innovative tech solution

It's **quick**, it's **easy**, it's **trusted**, it's a unique matching tool replicated in other countries

Over 12 years have gone into developing the Salesforce technology with integrated OS mapping and volunteer resources

Provides employers with extensive MI, data and reporting by volunteer and school e.g. number of hours volunteered, number of young people engaged, age, gender, ethnicity, location, % FSM and impact

The ask of volunteers is very little – from an hour a year and can be in person or virtually

Truly national with the ability to run regional and national campaigns on specific sectors and issues

Teachers can browse tens of thousands of volunteers via an interactive map or as a list

They can filter by job title, sector, subject, language, diversity and inclusion and then use the automated messaging system

**we can  
win together**

**education  
and  
employers**



# win 1

## *young people win*

We help young people discover their future by giving them the chance to meet a diverse range of people, from apprentices to CEOs across numerous sectors and professions

It helps motivate and inspire, challenge stereotypes and excite them about opportunities in your sector

# win 2

## *you and your people win*

Working with our national charity adds value to both employers and employees alike

Benefits include improved motivation and well-being and professional development in areas such as presentations skills. It also helps diversify your future talent pipeline

# win 3

## *we win together*

Together we can inspire the next generation.

And we are committed to ensuring that our service is free to all schools especially those whose young people need it most

Support from employers enables us to do this

# working together

## *tailored to suit you*

We work with employers of all sizes and can tailor our work to meet your needs

Together we will identify which activities have most impact for your organisation - either as a stand-alone programme or complimenting and enhancing existing initiatives

## *a proven delivery model*

Our 14 years experience of connecting employers and education, a proven delivery model, £2.5m invested over 12 years in developing and refining the technology and resources

It means we can deliver for you at low cost, at scale and quickly provided robust reporting

## *a partnership that works*

A partnership with you is critically important to us. We are a small, responsive, innovative and dynamic charity focussed on making a difference to young people from disadvantaged backgrounds

Funding us to deliver activities for you or via a charitable donation helps us inspire the next generation

# option one

and your contribution  
would help our charity  
reach up to

5,000 young people  
250 schools

## *range of volunteering options*

We offer a wide range of opportunities for volunteering and workforce development from engagement in activities through our programmes from flexible low commitment (Inspiring the Future) to gaining valuable professional skills through becoming a school governor (Inspiring Governance)

## *volunteer support*

Through our online platform your staff have access to a volunteer handbook and a wide range of guides, resources and training webinars

## *comms support*

We can provide you with a comms pack with resources and materials which can be adapted for an internal or external audience including adaptable text, logos, videos and photos

## *reporting*

We are able to reporting capturing the number of staff registered as volunteers

# option two

and includes everything in  
[option one](#)

and your contribution  
would help our charity  
reach

5,000+ young people  
250+ schools

## *bespoke activities*

Our team will work exclusively with your employee volunteers and allocated schools to host a bespoke activity either virtually or in-person contributing towards key performance indicators on volunteering hours, schools engaged and young people impacted

## *staff lunch & learn sessions*

We will run lunch & learn/info webinars for your staff to provide them with information about our programmes, how to get started and basic training on how to engage school audiences

## *bespoke reporting*

We will provide reporting capturing the number of your staff engaged through the programmes and their impact. It will include volunteering hours, young people reached and feedback. In-depth analysis showing aggregated demographics of staff volunteering is also available

## *skills development*

We will provide a package of support to help colleagues find out more about becoming a school governor and the professional and personal benefits derived from governing in schools

## *bespoke promotional materials*

Working with your comms teams we can help create branded internal and external messaging which could include case studies and testimonials of staff engaged in volunteering and 'success stories' from children, young people and teachers

## *expert advice*

With extensive experience of working across education and business we can share expertise and advice on outreach strategy and engaging with schools and on research

# option three

and includes everything in  
options one & two

and your contribution  
would help our charity  
reach

125,000+ young people  
750+ schools

## *additional support for staff*

We can run training webinars for staff, building on our expertise in understanding what works with schools and how to ensure impact where staff develop key skills such as communication and presentation skills. These can be recorded for further dissemination

## *resources for schools*

We can create resources such as pre-recorded videos and cross-curricular lesson plans as part of our suite aimed at primary and younger secondary aged pupils

## *bespoke governor matching*

We can enhance our offer of volunteering in schools by promoting the Inspiring Governance programme to staff interested in becoming school governors. Bespoke matching services ensuring up a number of staff per year are placed on governing boards

## *promotion to schools*

We can promote your organisation across our school networks encouraging them to invite your employee volunteers to activities

## *virtual multi-school events*

We can help increase your reach and raise your organisation's profile. We have experience of delivering these for up to 2,000 young people at a time, and/or targeted events which could be prioritised in areas relevant to your organisation such as areas of economic disadvantage/ or with ethnically diverse communities

## *website recognition*

We will host a special page on our website about our partnership and the work you do

# option four

and includes everything in  
options one, two & three

and your contribution  
would help our charity  
reach

300,000+ young people  
1,500+ schools

## *partnership manager*

We offer dedicated support day-to-day through a Partnership Manager who could be embedded in your HR/CSR team. Such a person would be appointed in consultation with you to ensure they fitted with your organisation's culture and ethos

## *impact reports*

We will create bespoke detailed reporting on outputs /impacts (number of volunteers, schools, students engaged) and outcomes (sample feedback from students, teachers etc)

## *access to schools*

We can provide you with access to promotion of careers-related content via our schools' monthly newsletters distributed to 24,000 teachers and approximately 11,500 schools nationally and can target schools in specific geographical areas

## *school governor forums*

We will provide a facilitated network for your staff who volunteer governors to enable them to share experiences and get peer support and advice

## *icould videos*

We can produce inspirational videos allowing your employees to share their unique career stories with young people. These will be included on the icould website which has 1 million views a year

They can be used in your own comms and also provide a lasting legacy of your commitment to improving social mobility

## *brand presence*

We offer a high level of brand presence/visibility on our website and other spaces including social media and on our research reports



# summary of options



	option one up to £10k	option two from £10k	option three from £30k	option four from £60k
Wide range of volunteering opportunities	●	●	●	●
Volunteering resources	●	●	●	●
Inspiring young people about careers in your sector	●	●	●	●
Employer support pack		●	●	●
Bespoke activities		●	●	●
Promotion to schools			●	●
Brand presence				●
Tailored content e.g. video creation, governor networks				●
Staff information sessions		generic session	bespoke session	multiple bespoke sessions
Impact reporting and metrics		on-going	enhanced	customised
Partnership management support		on-going	enhanced	dedicated manager
Your contribution would help us reach:				
Young people	up to 5,000	5,000 +	125,000 +	300,000 +
Schools	up to 250	250 +	750 +	1,500 +

# working with a range of partners

education  
and  
employers

Since our launch in 2009 we have collaborated with over 5,000 employers, from SMEs to multinationals, as well as professional and trade bodies across a wide range of sectors

Our partners share our passion for helping young people discover their future career, while benefitting them and their employees. They recognise the positive impact engaging with schools has on society and the economy as a whole

We'd be delighted to discuss what type of partnership would work best for you

*"We are proud to have supported Education and Employers for over a decade as their lead corporate partner. Through a variety of volunteering opportunities, our colleagues have had the benefit of sharing their career paths and discussing life's questions with young people, while the students have gained insight to the plethora of roles and backgrounds in a global financial institution"*

Kelly Jo Lihaven, Head of Philanthropy and Social Investment for Bank of America, EMEA



# case study

BANK OF AMERICA 

Length of partnership: 12 years

## *What difference do you think you've made to the lives of the young people*

We want to help show young people some of the potential career opportunities available to them. Inspiring the Future offers young people meaningful interactions with professionals, where they can ask questions and gain a deeper understanding of the roles within a business and the routes into a career in the financial services sector

The diversity of our employees and an inclusive work environment makes us stronger and are vital to how we drive responsible growth

## *What inspired you to get involved*

A cornerstone of our ESG strategy is driving social and economic mobility, enabling young people to gain key skills and experience to transition into sustained employment. Combining our financial capital and our employees' skills, we aim to deliver the tools, knowledge, support and inspiration that will nurture talent and help individuals succeed, irrespective of their background

## *What would you say to others*

Get involved - our partnership has really helped support our employees' passion and commitment to volunteering and helped us address community issues



*"We believe that an individual's postcode should not define their economic wellbeing nor their educational attainment, yet many young people face serious barriers to entering the world of professional services."*

# case study



Length of partnership: 5 years

## *What difference do you think you've made to the lives of the young people*

We believe that the most important resource the NHS has is its people: without a skilled workforce there is no NHS. The opportunities offered by a career in the NHS have never been better, with roles ranging from the essential day to day caring responsibilities – to the highly technical, research, executive leadership – and many, many more.

Opening young people's eyes to the breadth of these careers within the NHS is vital to our future

## *What inspired you get involved*

We wanted to get more of our employees going into schools on a regular basis, talking about the breadth of interesting roles available and encouraging school children of all ages to consider a career in the NHS. Inspiring the Future is key in enabling NHS staff to share their time and skills with young people across the country

## *What would you say to others*

Go for it, you have no reason not to. If you want to inspire fresh talent, encourage fantastic, bright, forward-thinking people to come and work in your organisation, ignite the flame, speak and meet with young people through Inspiring the Future.



*“Young people find it easy to resonate and connect with inspiring people that may look like them. ‘If they can do it, if they can achieve it, then so can I’”*

# case study

BROMPTON



Length of partnership: 14 years

## *What difference do you think you've made to the lives of the young people*

The reaction from children and young people when we explain what we do is amazing. They are full of questions and it is clear we have challenged ingrained stereotypes they have about the jobs people do based on their gender and ethnicity.

And the fact we can do in person or virtually means we can reach young people all over the country in way couldn't previously

## *What inspired you get involved*

Many young people have little idea about the exciting career opportunities in our sector

We wanted to change this and inspire the next generation and this was the easiest and most effective way of doing it

## *What would you say to others*

Our staff love volunteering via Inspiring the Future and have got loads out of it

We are proud to partner this great charity



*“Our future success is dependent on getting talented young people interested in careers in engineering. The best way of doing this getting our employees to go and talk with them and show them what's possible”*



# thank you

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