



Corporate Partnerships

Together we can create change

Welcome

The Rio Ferdinand Foundation was established to create opportunities for young people to attain the skills, build networks, and access pathways to achieve their potential in life. From ten years of delivering frontline projects across the country, we know that young people, regardless of their background, have the aspirations, ambitions, and talents to build successful and meaningful careers, establish groundbreaking businesses, and contribute to building a vibrant and more equitable society. This is why we deliver projects that develop young people's confidence and wellbeing, interpersonal skills, education, and vocational training and work experience over the past decade - to utilise our knowledge and networks and invest in young people and our collective futures.

However, as we recover from the global Covid19 pandemic, we know that young people, especially those from poorer and more disadvantaged backgrounds, face challenges rarely seen in recent times. Breakdown of social networks and isolation that has impacted mental health and confidence, disruption of education in schools and colleges, forecasts of high levels of unemployment or underemployment, and reports of a widening skills gap in the job market and wealth gap in society. As restrictions have lifted, our projects, training, and services are more needed than ever. The need to invest in our young people to build the confidence and skills they need for the future and create the pathways and networks that will lead to education, employment, and entrepreneurship across the country is more pressing now than in the last ten years. We also know that we cannot do things on our own. Partners' investment, support, and opportunities - especially employers and business partners - are crucial to changing young people's perceptions and building a better future. This is true now more than ever as the role of employers in rebuilding communities and the economy will be critical.

Over the past decade, my Foundation has delivered several impactful partnerships with businesses across the UK that have met a number of needs, and I would like to thank those partners for their support to date. As we seek to extend our services in response to the challenges outlined above, we are now seeking to build our partnership networks, to build a strong private sector network around the Foundation to drive social change by upskilling young people, engaging them with professionals and career pathways, and, ultimately, supporting them into the workplace.

This document outlines how you can get involved in our work. I hope to bring a wide and varied range of employers and businesses of all sizes to our work to build a movement that will support our youth to achieve their potential and rebuild neighbourhoods and economies.

Rio Ferdinand
Founder

Our Vision & Approach

We create opportunities

We invest in young people, providing support, mentoring, workshops and pathways that boost young people's resilience, and enhance their employability. Through our interventions, young people develop their interpersonal and soft skills, which help to set them apart in today's job market.

We are committed to delivering positive social change. We work with young people who are far removed from the job market, we connect young people to employers, and we open their eyes to career pathways.

At the Rio Ferdinand Foundation, we empower young people to personally develop, secure meaningful careers and unleash their potential. We are committed to dispelling limiting beliefs, rebalancing equality, and giving young people a voice.

In 10 years, we have reached 10,952 young people



Underpinning everything we do are our values:

- **YOUTH-LED**
Young people are at the heart of everything we do, inspiring us to evolve and adapt, so we can support them to realise their full potential.
- **EMPOWERING**
Enabling young people to recognise their skills, giving them ownership to achieve their individual goals.
- **A CONNECTOR**
Connecting young people to employers, entrepreneurs to understand their career pathways and unleash their potential.

Partnerships with Rio Ferdinand Foundation

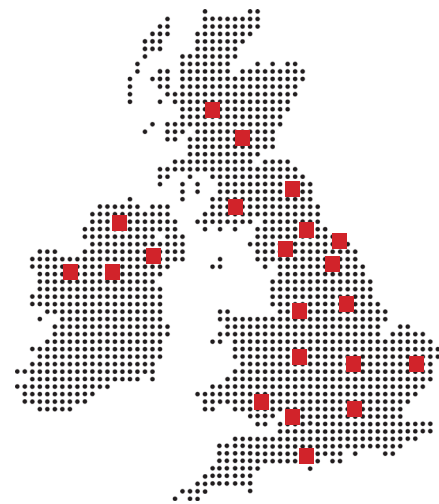
By partnering with Rio Ferdinand Foundation, you will be investing in young people. As a corporate partner you will also be demonstrating your organisation's commitment to tackle inequality and drive social change.

With your help we can create more safe spaces for young people. We can deliver more community sessions, we can mentor more young people, deliver more workshops, and we can invest in more skills and qualifications that help young people to achieve meaningful careers.

Why now

The Covid-19 pandemic has had a momentous impact on young people, with already disadvantaged communities more affected than most. The impact on educational attainment, employment, career prospects and social mobility has only served to widen the economic disparity, poverty and division in society.

We work in the heart of the **UK's most deprived communities**



What we can offer you

We have proven experience in managing innovative and successful corporate partnerships. Not only will you be rewarded by the knowledge that you are investing in young people, but you will also benefit from:

- Access to new markets and audiences who share your brand values
- Association with a vibrant, cutting edge brand, and a young talent pool
- Positive PR, and a tailored PR strategy, to ensure appropriate exposure and recognition
- Opportunities to attend Rio Ferdinand Foundation events, and networking opportunities
- A channel in which to demonstrate your commitment to equity, diversity and inclusion

“At a time when young people need us more than ever, you have the power to make a real impact.”

Communications

We like to shout about all the wonderful things our partners do, and we put emphasis on raising awareness of the programmes of delivery their support has enabled.

As a partner, you will receive a PR plan, which outlines key marketing and communications activities for the duration of the partnership.



How you can get involved

We understand that every company and every partnership is different so we pride ourselves on our ability to offer a variety of rewarding ways to get involved.

Strategic Corporate Partnerships

From national 'Charity of the Year' partnerships to place-based programmes and strategic long term partnerships tackling specific issues. Our award-winning partnerships are bespoke and have a strong track record in delivering mutually beneficial community impact with a range of businesses and sectors.

New Partner- Warner Music

From 2021, the Foundation is working with Warner Music to build a grassroots anti-racism and equality movement across the UK that will raise awareness of racism and use music and its associated industries to bring communities together around shared passions and interests.

The programme which includes an initial investment of £25k over 6 months, represents an organisational investment in young people to build skills across the music industry and engage with mentors and artists, as well as meet the commitment of Warner's to promote equality, diversity and inclusion through, and in, the music industry.



Case Study UEFA Foundation for Children

Working collaboratively with UEFA Foundation for Children, Youth in Action is a programme of opportunity developed in consultation with young people and communities. The programme specifically targeted ethnic minority groups, refugees and asylum seekers to promote inclusion, and tackle racism.

UEFA Foundation for Children donated €50,000 to the Youth in Action programme supporting young people across the island of Ireland. We then attracted match funding of €25,000 from local agencies.

Youth in Action delivered a programme of sports and educational activities, training and accreditation, creating opportunities for young people to be inspired to be heard, and to develop the leadership skills, and tools, they need to tackle inequality in their communities.

In August after a summer of activity, BT's Hope United and UEFA Foundation for children kicked off a match on the eve of the Super Cup to raise awareness of the devastating impact of online hate in sport and among young people.

Key publicity pieces reached audiences of 105,000 and the Foundation's combined social media platforms reached audiences of 1.7m.



Cause-Related Marketing and Brand Collaborations

We can work with you to create inspiring cause-related marketing campaigns to engage your customers with your CSR commitments and brand values whilst generating vital awareness and donations for our work with young people across the UK and Ireland.

Case Study- Co-op

In 2020 we co-designed a programme with the Co-Op entitled Youth Voices. The programme helped the Co-op to understand the youth audience, and delivered a national skills-based initiative across the UK, with a focus on amplifying via the youth voice, to understand young people's issues. The programme represented an investment of £60k over 6 months.

Forming part of the Co-op strategy to invest in communities, our partnership engaged young people in online workshops and events. We provided training in leadership, campaigning, smartphone film-making, spoken word, lyrics, and podcasting. Young people who took part in the programme produced a variety of media campaign pieces, which were showcased across the foundation's social media platforms and reached audiences of over 550,000.

From July to December 2020, Youth Voices delivered over 200 hours of remote support for young people from 21 cities across the UK during the pandemic.

From this collaboration, the Rio Ferdinand Foundation and the Co-Op are now key strategic partners in the Hope Collective, a collaboration of government, private sector and third sector organisations carrying out one of the largest youth consultations on inequality the UK has seen.

New Partner- The Gym Group



From 2021, the Rio Ferdinand Foundation is working with The Gym Group to support young people to enter careers in the fitness industry, and to address representation from minority communities and female staff within the industry itself.

Our collaboration which represents an investment of £40k pa, is focused on London and will invest in 90 young people per year. Building their skills and work experience in the sports sector, undertaking workplace visits and mentoring to understand all aspects of the fitness industry, and pathways to guaranteed jobs within The Gym Group in all areas of the business.

Case Study- BT

Our partnership with BT delivered youth development and employability pathways for 1967 young people aged 14-25 from socio-economically deprived communities in London, Manchester, Doncaster and Belfast.

BT invested £115,000 over three years which was used to attract match funding of £72,800. The programme provided a development pathway, from grass-roots community activities to employment pathways including BT Traineeships.

The 3-year partnership won the Charity Partnership Award at the Business Charity Awards in 2019, and publicity from the two events, one in London and one in Belfast, reached audiences of 169,503,172 with a PR value of £326,556.



Employee Engagement Opportunities

Your employees can transform the lives of young people. We can work with your team to create an innovative partnership with opportunities they feel would help them in their work, build their team and make them feel inspired by the company they work for.

Regional Event Sponsorships

Raise the profile of your business by sponsoring one of our regional events. We have upcoming events in London, Belfast and across Greater Manchester and would be happy to work with you on ways for you to make a visible impact on your communities.

Case Study- Barclays Digital Eagles

Barclays Digital Eagles are helping to bridge the digital skills divide by donating digital devices to young people across our regional hubs and providing a range of digital skills programmes delivered by their passionate employees.

Teaming up to deliver their free digital education events aimed at building confidence to their full Digital Wings flexible online curriculum, Barclays Colleagues are providing vital support to our young people teaching them how to stay safe online and get ahead in the digital world.

 **BARCLAYS**
Digital Eagles



Thank you

Huge thanks to all of the fantastic partners, big and small, who have shared our passion to invest in young people and tackle inequality over the last 10 years.





Get in touch today,
together we can create change

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