



# SCALE UP YOUR SOCIAL IMPACT

**Becoming  
a supporter,  
sponsor or  
champion**

**Our charity helps leading brands and institutions create long-term impact plans to support diversity, industry access and social mobility goals. See how you can create a high-impact outreach programme with us.**



**Our events reach  
over 120,000 young  
people a year.**

# SUPPORTING THE NEXT GENERATION

From the Bank of England to the Bill and Melinda Gates Foundation, Speakers for Schools specialises in connecting high-profile figures and organisations to state schools who need this the most, creating life-changing opportunities for young people.

We believe in levelling the playing field for young people and encouraging their potential through direct, eye-opening engagements with the support of top figures and top companies. And we're the only UK charity which is building these bridges.

Our approach allows leaders, organisations and entire industries to reach and motivate the next generation. Working with us can help you achieve high-impact activity aligned with your strategic objectives – and make a difference to state school students that you can shout about.

## OUR PROGRAMMES

Our reach is extensive. Our flagship programmes access thousands of state students each year.

### SPEAK: VIP SCHOOL TALKS

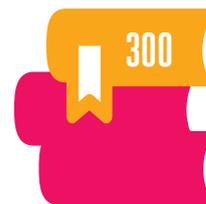
Our programme of school talks across the year from today's most influential and esteemed figures allows your senior leadership to give back and contribute to your social aims.

### HOST: WORK EXPERIENCE

Through S4SNextGen we help top organisations offer 1-2 week work experience placements, inspiration sessions or insight days to young people who lack connections.

Our core programmes offer significant opportunities to our engaged partners. To genuinely scale up your social impact, you can harness our existing access to state schools to tap into the next generation and achieve deep and long-lasting impact.

GREAT BRITISH PLASTICS  
CAMPAIGN LAUNCHES  
IN CORNWALL



We serve over **300** of the highest need schools in the UK each year.



**96%** of teachers say they see an impact from their event in the weeks following.

**95%** of students say their work experience has made them more confident for their future.



# INCREASING YOUR IMPACT

Our partners benefit from access to our extensive national state school network, expertise on who to reach and guidance on how you can pack an even bigger punch with your work.

Find out how you can maximise your work with us below, or alternatively we welcome donations of your chosen amount. For every £500 donated to our charity

we reach 275 more students a year, and for every 100 talks we arrange, we are able to reach 12,000 young people. Your investment goes a long way.

## SUPPORTER: £10,000

Become an official supporter

- This will support us reaching 5,500 more young people a year
- Our official supporters can be listed on our website and other suitable communications
- Our national schools network ensures your brand will reach thousands of teachers and schools

## SPONSOR: £25,000+

Create national visibility

- Create a focused national campaign aligned to your values and our mission to reach 16,500+ young people a year
- Your progressive social message can tie in to a special series of school talks or live events you want to develop with us
- Talk to us about a 1-month to 1-term campaign that can include orchestrated VIP support and PR opportunities tailored to your goals

## CHAMPION: £50,000-£75,000

Lead social change, create a movement

- For the biggest and most ambitious thinkers, your organisation can sponsor long-term strategic impact areas
- As our named champion on a strand of work, you can own and drive an ongoing focus area within our talks and placements – see our Impact Strands opposite
- Find out how we can strategically target certain regions, student demographics and long-term strategic themes with your organisation



70% of our events take place outside London.

1,750+ schools and colleges are registered with our charity.



## IMPACT STRANDS

Our champions are driving partners on issues such as:

- Investing in girls
- Creative sector diversity
- Apprenticeships
- Mental health awareness
- Building confidence
- STE(A)M
- and more

Get in touch to find out how we can focus on these issues together and tailor them to your organisation.

# WORKING WITH US

We have supported over 2,000 individuals and organisations to create inspiring engagements with state school students. Spark your own purposeful, transformative interactions.

Whether connecting senior leadership in the NHS or building links with industry influencers to discuss skills needed for the future, our campaigns harness the

power of our network to reach tens of thousands of students and raise awareness about important issues, challenges and themes.

## WHAT IT CAN LOOK LIKE

- A curated series of our school talks which focus on a theme critical for the next generation
- Supported work experience placements reaching the students critical to your work
- Targeted briefings for speakers for talks or placements
- Location strategy to reach important geographies and under-served young people
- The opportunity to film, live-stream or capture events to help push your message to more students through additional channels
- A series of events and interactions that can be covered by social media, local press and national press
- Linking with our wider network to amplify your investment

## CAMPAIGN SNAPSHOT: STEM WITH GOOGLE



Our programme with Google reached over 15,000 young people about the importance of STEM subjects and conversations. The speakers involved, including Wikipedia founder Jimmy Wales and Professor Brian Cox OBE, spoke about how they see the future of their industries and how STEM disciplines help us to think creatively and solve the issues facing society today.

Key highlights:

- Three live-streamed events featuring VIP speakers hosted on national media sites including the Guardian and Tes
- Using Google Hangouts to live link multiple schools in to the events and allowing hundreds of classrooms to watch along
- A supporting social media campaign sharing insights and encouraging students to submit questions in advance and during live talks
- An additional 20+ speakers from an array of STEM areas visiting schools across the UK to directly inspire even more students

S4S NEXTGEN  
STUDENT



## GET IN TOUCH

Talk to our team about how we work with partners to create impact with state school students.

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[www.speakers4schools.org/campaigns](http://www.speakers4schools.org/campaigns)