

# THE FUTURE IS BELEVE

BelEve is a girl-focused charity working with 8 to 21 year olds.

We BelEve it is crucial to inspire and empower girls and young women to maximize their potential and celebrate their achievements.



# Our purpose

BelEve stands for equality, social mobilisation and girls rights.

BelEve's vision: All girls and young women are empowered to become leaders of their world.

Our mission: To equip girls and young women with the skills, support and confidence to find their voice and make informed choices about their future. Amplifying girls' voices through involvement in causes that directly affect them.



# Our impact so far and 2021 Ambition...

Established in 2013, BelEve has completed over 1899 sessions across our programmes, and reached **5250 beneficiaries** (and counting). In 2021, our ambition is to reach **>2,000 girls** in one year (*doubling up the impact we had last year*)

BelEve's voice has attracted attention from global brands who want to champion our cause, individuals who want to volunteer and girls who want to get involved.

The time is NOW to convert these offers of support into tangible actions that will directly contribute to our vision and equally support our partners in delivering their

strategic goals and objectives





# Our offerings: BelEve's Programmes

## **BEAM (8-11 yrs)**

- > 500 girls
- Focus: sustained engagement with same cohort over these years
- Format:
  - Online; 40 wk programme
  - Holiday Camp; Every 6 Wks
  - Monthly Meet ups; Monthly
- Opportunity: Bringing on more girls, trainers

## **BelEve in her Success (16-21 yrs)**

- > 100 girls
- Focus: 2 cohorts; attracting mentors from business & corporate
- Format:
  - Mentoring programme mentoring over 6/12mths
  - Skill; Development; every 6 wks
- Opportunity : Corporates partners who will offer employee mentors, attracting mentors organically, bringing on girls

## **Lead Her Ship (12-15 yrs) and Career Insight Days(14-18yrs)**

- > 720 girls
- Focus: confidence building, leadership concepts, industry exposure
- Format:
  - Peer Mentoring; 12 wk programme
  - Career Insight Days; Every 6 wks
- Opportunity: Corporate partnerships across content. Partners for career insight days, bringing on girls, trainers

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## **BelEve in her Side Hustle (13+yrs)**

- > 200 girls
- Focus: Create new content tailored to girl entrepreneurs part BelEve/part External content; eventually create an incubator (potentially 2022)
- Format: 12 wk programme Content covers part Lead her Ship, and part starting a new company
- Opportunity: Bringing on entrepreneurship

## **It is that Deep Workshop (13+yrs)**

- > 600 girls (20 workshops with 30 girls in each)
- Focus: Raising of awareness and tool to deal with sexual harassment
- Format: Monthly workshops, Girls coming from the network of the leadership board
- Opportunity: Bringing on more girls and trainers

## **D&I Education School Workshop (13+yrs)**

- > 100 girls
- Focus: Build appreciation of Diversity & Inclusion in young girls
- Format: School workshops
- Opportunity: Bringing on more schools, trainers

# Partner/Sponsorship Overview

Businesses and Corporate groups have a significant role in impacting the next generation of future leaders through time and effort, and funding.

We are looking build a collection of non-competing, varying industries to both partner and sponsor BelEve in supporting this years doubling-up ambitions.

Through partnership and sponsorship, business and corporate companies have an opportunity to realise their DEI ambitions/policies and share media exposure.





# Partnership reward

To achieve our ambitions, we are committed to supporting our corporate partners in achieving their strategic aims, goals and impact through the cohort of girls we have in our BelEve community. We are passionate about Diversity & Inclusion and inequality. We wish to add value and influence our partners' D&I outcomes.

As our partner you will be:

- Contributing to improve Gender and Racial Diversity in the workforce by
  - Decreasing the skill gap for young women as they transition from education to the workplace
  - Providing high-quality careers support to help young women starting at entry levels in their careers
- Being the leaders for others to emulate by bridging the gap between corporates and their future female candidates
- Opening career opportunities to those unaware of your industry/sectors possibilities
- Being able to acknowledge your involvement with BelEve on joint relevant marketing posts

# Partnership Opportunities



## 1 Headline sponsor

12 month+ partnership on all programmes providing corporate funding, employee support

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**Programme/  
sponsorship:**  
Support a specific,  
or part of, a  
programme  
through  
involvement &  
contribution (eg  
*BEAM*)

3

**Career  
Insight Days:**  
1 day of  
workshop led  
by your  
company to  
our  
community;  
apprenticeship  
/internship is  
added bonus

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**Mentorship  
programmes:**  
Dedicated  
mentoring  
programmes by  
your employees  
for a number of  
Girls/Young  
Women (eg  
*BelEve in her  
Success*)

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**Bespoke  
initiatives:** i.e.  
**Existing** Diversity  
& Inclusions  
initiatives eg *It is  
that Deep  
workshop*, creation  
of new bespoke  
D&I initiative,  
recruiting pipeline  
support

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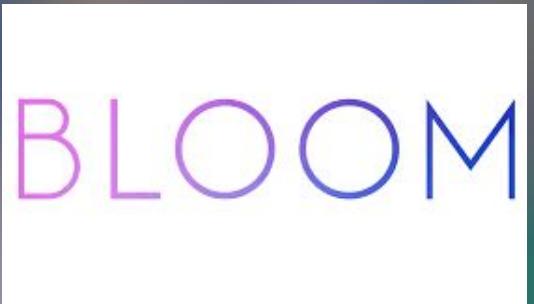
**Training &  
Education:**  
Any resources  
from you to  
help upskill the  
BelEve  
leadership/  
wider team

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**Speaking  
opportunities**  
:  
Share our  
story at your  
internal  
employee  
events to  
raise  
awareness

Open up your world as a career possibility to a new diverse pool of extraordinary talent

# Corporate Partnership Success



## BLOOM UK CASE STUDY

3 year partnership > Objective: To increase the diversity in the Marketing and Comms Industry.

The partnership gives a diverse set of young women exposure to new opportunities and possibilities.

Activities conducted together led by BelEve:

- Career Insight day
- Work experience
- Branding
- Collaborations
- Skills Development workshops
- Mentoring programmes

# Career Insight Days Success



Our Career Insight Days open up new opportunities and worlds our Girls never knew were a possibilities for them. We have worked with companies from varying industries which reflect our attendees ages and interests, including days with **TikTok, BMW, Adidas, Warner Bros, Bloom Women's Network**

Over 300 girls have attended, both in person and latterly virtually, learning and exploring career opportunities across Marketing, Creative, Film, Automotive. Our career insight days consisted of an overview of the industry, industry guest speakers, or panels, who provide an insight into their career journey and interactive group sessions.

As we move into more virtual events we will open up new industries and career choices to many many more.

*"As Bloom we've partnered with BelEve to pay it forward to the next generation and help drive diversity within the communications industry". - Bloom UK*



BLOOM



# Our Collaboration: Next Steps?



We would welcome your contribution, if you would like to discuss partnership ideas with us or sponsoring any of the initiatives/programmes, please let me know or contact us on

[info@Beleveuk.org](mailto:info@Beleveuk.org)

