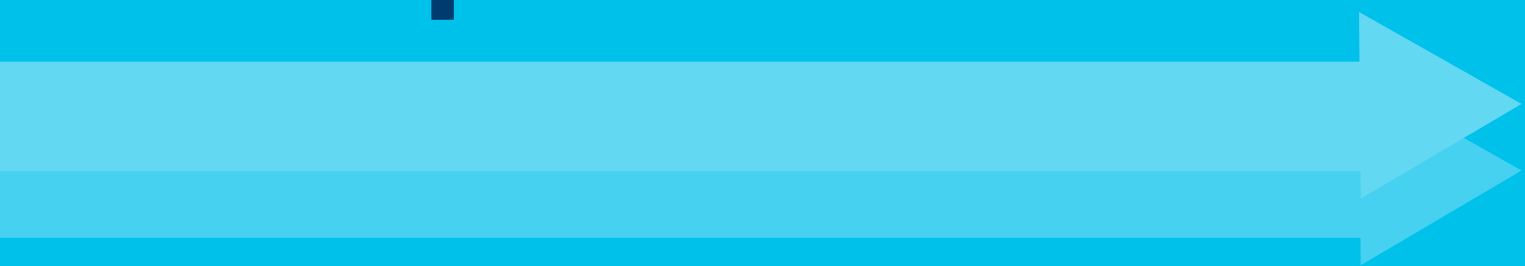



Forming a Partnership with Blueprint for All



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Thank you for taking the time and interest to view our corporate prospectus. Without the support of so many industry-leading corporations who donate their time, skills, and funding to Blueprint for All, we simply could not deliver impact to the disadvantaged young people and community groups we work with, or society at large.

About us

We believe in a future where talent is respected and nurtured irrespective of where it comes from, where organisations recognise and realise the benefits of a diverse workforce and where our communities can come together and thrive.

Our high impact programmes work with disadvantaged young people and communities, providing tangible opportunities and support that enables them to thrive, whilst driving systemic change in organisations and society.

Joining Blueprint for All as a Corporate Partner enables us to continue our work to create a fairer and more inclusive society where everyone, regardless of their race, ethnicity, or background, can flourish. By collaborating with you will fund sustainable progress whilst supporting and empowering the lives of our beneficiaries.

No two relationships with Blueprint for All is the same. We believe that coming together to collaborate on long-term, mutually beneficial partnerships is the way forward. We will nurture and engage those who share our mission and are committed to implementing holistic change within their organisations.



“We need systemic change nationally so that everyone can live in a world where their lives are valued, their aspirations are encouraged, and they are seen and treated equally. Racism, discrimination, and underrepresentation are attitudes and behaviours we are determined to play our part to eradicate.”

- **Sonia Watson, CEO**

Why Blueprint for All?

The COVID-19 pandemic, death of George Floyd and subsequent BLM protests in the UK, have resulted in a degree of reflection and a step change in numerous organisations. There has been recognition for the need to be more inclusive to deliver business objectives and attract diverse talent. But this has been coupled with the sense that the 'how to' elements seem both complex and mysterious. Many organisations cite years of policy and programmes that have not delivered the promised scale of desired outcomes

Corporations are now seeking to work with organisations making impactful change on diversity and inclusion. We are proud to be recognised as an ambitious, innovative & diligent charity whose purpose, programmes and outcomes are notable for their success.

- We have generated unprecedented corporate engagement in the last two years, engaging with over 400 new corporates on all levels, from donations, strategic funding, partnership programme delivery, to fundraising and pro bono expertise.
- Through our [Building Inclusive Futures Consultancy](#), we have advised and guided over 250 FTSE 350 organisations, seeking mutually beneficial relationships to drive UK plc success, achieve systemic change and influence policymakers at the highest level.
- We are committed to supporting more under-represented and disadvantaged young people; strengthening and empowering local community groups; influencing societal change and social policy; establishing national reach for our programmes and developing sustainable relationships with our partners to challenge ourselves to be the best we can be.
Together you can help us achieve this.

“**We don't just believe in a fair and equitable future; we're making it happen**”

400+ new corporates engaged

40 corporates donating **£10k+**

x250 FTSE 350 organisations

25+ Charity of the Year corporate partners

3.5m reach via our partners

10+ strategic corporate partners

Come on board

Become a Strategic Corporate Partner

Blueprint for All has over 23 years of experience in fighting for a level playing field. We are now embarking on a new five-year strategy where we hope to engage with our corporate allies to address disparity of opportunity, and tackle disadvantage and discrimination for long term, sustainable change.

We are already making the necessary strides with our ground-breaking programmes and in-depth resources for young people, but we also know the scale at which this needs to grow to make a larger impact on society. This requires sector-by-sector collaboration, working with progressive organisations who share our beliefs and aspirations to be an outspoken leader in this space.

Choose Blueprint for All as an ally to share in our mission and open a multi-layered, mutually beneficial partnership that involves unrestricted or programme-related funding, employee involvement and opportunities to deliver training, workshops and mentoring as part of our programmes.

Fund or sponsor our programmes

Our proven array of programmes is ever-expanding across the UK. To help sustain the impact we are having across careers, communities and society, we offer corporates the opportunity to fund, part-fund or sponsor our programmes at different levels.

Not only is income-generation key for Blueprint for All, but the added value of your industry expertise allows your employees to help co-create areas of the content being delivered to our beneficiaries and where possible, offer exclusive opportunities of engagement that they otherwise may not have been able to access. **To learn more about our programmes, download our programmes pamphlet.**

Cause-related campaigns and sales

Aligning a specific product or service of yours with support for Blueprint for All is a great way of forming a committed partnership with us. We have many examples of wonderful brands who are communicating our shared vision to their consumers by donating a percentage of profits.

Pro-bono or gift-in-kind

We are indebted to so many of our Corporate Partners who have donated an invaluable volume of their time, expertise and resource to Blueprint for All. We are always open to innovative ways of working with corporates that allow us to operate as efficiently as possible.

Select us as your charity of choice

Blueprint for All is grateful to have been chosen as Charity of the Year or Choice by many different organisations. We can work with you to generate a bespoke programme of staff engagement, fundraising, events, and more, working to develop each other as productive organisations in our respective spaces.

Events

Blueprint for All is fortunate enough to be able to provide places in some of the most coveted challenge events in the UK, including the Virgin Money London Marathon, for our Corporate Partner employees. We will shepherd participants through their training and fundraising journey to help smash their targets.

Payroll Giving

This is a great way for employees to make a regular commitment to Blueprint for All, donating regularly from their gross pay or pension before tax is applied. As an employer, you also have the option to match these donations.



Who do we work with?



"What stands out about Blueprint for All is its focus on inspiring and nurturing talent through the work they do with disadvantaged young people, which in the longer term will help drive more diversity and inclusivity in the workforce.

This work with young people is something Abel & Cole are passionate about driving forwards and one of the reasons we are so keen to work with Blueprint for All. We also wanted to support a charity where we could get actively involved as an organisation, from mentoring to hosting workplace visits.

The pandemic may mean uncertain times, and whilst we've thus far made monetary donations, we are also looking to the future where we can share our industry knowledge and resources to help inspire and support Blueprint for All's programme beneficiaries.

This partnership will give all of us in the Abel & Cole team an expert organisation to turn to for guidance when we challenge ourselves to improve diversity and representation."

Abel and Cole



"The video games industry can struggle to attract employees from diverse backgrounds. As with many organisations, the 2020 Black Lives Matter protests gave us cause to reflect. Whilst we have a strong employee led diversity group, we know there is a lot more we can do within our Studio to improve diversity and inclusion. In parallel to a fundamental review of studio D&I, we want to use

our established fundraising potential, as well as our skills to make a difference in this vital area, as we have done in the field of mental health awareness over the last 4 years. Blueprint for All are a perfect charity partner to meet all of these aims."

Jagex



"We are delighted to be working in partnership with Blueprint for All as part of Deloitte's Black Action Plan and our goal to impact 5 Million Futures across North South Europe by 2030. Aligned to the UN's Sustainable Development Goals, 5 Million Futures is part of Deloitte's Global WorldClass commitment to empower 50 million people by 2030. It is addressing inequality by overcoming barriers to education and employment and equipping individuals with the skills to succeed in today's economy.

We are launching a bursary programme with Blueprint for All which will offer financial support and mentoring, skills workshops and opportunities to apply to work at Deloitte to eligible students at five universities. We are also offering a 3-day virtual programme to year 12 students to gain a first-hand look at careers within Deloitte. In addition to this, we are also supporting Blueprint for All through fundraising and other exciting pro bono work"

Deloitte

For a full list of our partners, visit www.blueprintforall.org



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