



AND OUR CORPORATE PARTNERS





From raising necessary funds to building awareness of our cause, Oxfordshire Youth's corporate partners are essential to the work we do for young people in Oxfordshire.

Our fundraising team looks to create partnerships that are mutually beneficial and highly effective, making sure that all partners are valued for their contribution and commitment of all quantities.

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WHY SUPPORT US?



700,000

16-24 year olds are not in education, employment or training (NEET)



22%

of 16-25s do not attain basic numeracy and literacy skills



60%

cuts to Child and Youth services since 2010



£149

decrease in nominal spend per head between 2008-9 and 2017-18



1 in 5

children in Oxfordshire are estimated to be living in poverty



COVID-19 has had a significant impact on young people. We need to step up.



66% of youth organisations report an increase in demand for their services



50% decrease in child protection referrals during lockdown

80% of young people are concerned about pandemic impact on attending places of education

Be part of the difference we're making

Our vision is for all young people to be empowered, feel respected and know that they are valued.

Our values: Innovative, Trustworthy, Reflective, Inclusive, Self-nurturing, Ambitious

Supporting Oxfordshire Youth will bring lasting benefits to your company. Whether you're looking to engage employees and customers in a unique way or strengthen brand awareness and purpose, we'll work with you to ensure your partnership with us achieves shared value and impact.

You will receive a bespoke journey from our Fundraising Manager who will work with you to develop a tailored programme that links our youth work with your company's long-term strategic objectives, aiming to give back to young people in Oxfordshire.

Our carefully planned approach to building brilliant partnerships will unlock shared value and impact. It will allow you to meet your company's key performance indicators and achieve corporate and social responsibility goals.



DEMONSTRATE YOUR BRAND PURPOSE

By aligning your company with our brand, being the leading youth charity in Oxfordshire, you'll be helping to boost customer engagement through interactive fundraising, and showcasing the work you're supporting. At the same time, your staff and customers will be working together to fund our many programmes that have the aim of making sure all young people are empowered, feel respected and know that they are valued.

Combining our brand with yours is a well-established and effective way to:

- ✓ increase sales
- ✓ acquire new customers at low cost
- ✓ make your brand stand out
- ✓ increase customer loyalty
- ✓ gain PR coverage
- ✓ achieve positive brand association



BUILD BRAND AWARENESS

We strive to develop integrated and flexible sponsorship packages that help build brand awareness, engage with our audiences, and drive customer loyalty. From our mental health programmes to our supported accommodation project, we can deliver opportunities to suit your brand and budget.



Our sponsorship opportunities provide:

- ✓ flexible, tailored sponsorship packages
- ✓ local brand exposure and awareness
- ✓ ways to engage with young people and volunteer opportunities for staff
- ✓ marketing, PR and media services

Together we can deliver a partnership that meets your marketing and brand objectives, while raising important funds for the youth sector in Oxfordshire.

BOOST EMPLOYEE ENGAGEMENT

We would love to work with your employees! We will unite your staff behind a cause that will be close to many of their hearts. We can offer to support you in exciting fundraising ideas, campaigns and events and will work with you right from the start to create a bespoke calendar of fundraising and volunteering opportunities.

Additionally, we run events throughout the year, such as Youth in Mind, a mental health conference organised in collaboration with Oxfordshire Mind. This event aims to upskill those who work directly with young people, making sure that everyone has the tools necessary to support children and young people with mental health difficulties. We can offer your staff the opportunity to attend these events. Our parents and carers training course is also available to help your staff feel confident supporting young people experiencing mental health problems.

Partnering with us will help:

- ✓ demonstrate to your employees, customers and potential customers your company's commitment to giving back to the community, and especially those who are most vulnerable in our society.
- ✓ encourage team building
- ✓ boost staff morale
- ✓ have support from our Fundraising Manager
- ✓ generate positive PR opportunities

32%
of managers
in British companies
would consider
leaving their job if
a greater purpose
was unclear



SPONSORSHIP PACKAGES

Young People in Supported Accommodation (YPSA)

Would you like to support some of Oxfordshire's most disadvantaged young people as they move into Oxfordshire Youth's YPSA (Young People in Supported Accommodation)?

We're currently looking for businesses to sponsor Welcome Pack & Leaving Packs that young people will receive when they arrive and move on to independent living.

Often, these young people have no belongings, and offering them this gift will help them feel valued, respected and able to succeed in their new home.

Get in touch to hear about this offer – packages start from £500.

YPSA Welfare Fund

Would you like to add some money to this pot? We're creating a Welfare Fund for our young people in YPSA to have access to, upon application, when urgently needed.

This will be to provide essential items like clothing for interviews, bed linen, toiletries, shoes, bikes, and all the essentials for daily living. Many of these young people do not have the family networks in place to support them, which is why we want to ensure they feel cared for, nurtured and encouraged to make positive changes in their lives.

We would love you to help us kickstart this vital fund and really make a difference to the young people who need us most.

General donations

We are always looking for laptops, bikes, sporting goods, kitchen utensils and equipment for our young people in YPSA. Can your business help us?

Mental Wealth Academy

Oxfordshire Youth runs two programmes that are part of the Mental Wealth Academy, an initiative formed with our partner organisations. We are currently seeking support to help fund the coming years of both our Mental Health Ambassador programme, and our Parents & Carers programme.

Our **Ambassador programme** works directly with young people aged 18-25 who have lived experience of mental health. This much-needed initiative has proven to be extremely successful in reducing the stigma of mental health in young people.

The **Parents & Carers programme** responds to the needs of those who are responsible for young people at home. We deliver free sessions to the public, which primarily consider the mental health of adolescents and young adults.

Our sponsorship packages for this range up to £15,000 to be the lead funder of both programmes and have complete brand coverage.



Youth in Mind

This conference (in partnership with Oxfordshire Mind) is for anyone working directly with children and young people in Oxfordshire. It is attended annually by 500 participants across both private and public sectors, who gain knowledge of best practices and preventative measures for young people with mental health issues.

Sponsorship starts from £750 for brand presence.

Youth Awards

A fantastic event hosted annually, celebrating and recognising the contributions made by young people across the county. The awards recognise the efforts and good intentions of young people aged 8-21 in Oxfordshire.

Would you like to sponsor a category? Get in touch.

Young Leaders

Supporting young people in developing their leadership skills, including Inspiring Futures which provides about money management, focuses on employability and aims to create brighter futures for our young people.

We are looking for partners to support these programmes and cover the costs associated with transport, food, admin and making sure that we're accessible to all community groups.

Sponsorship Packages start from £750 – get in touch to find out what you will receive in return.

Sector support

Do you or your staff feel passionate about a specific issue that young people face? We work with over 150 organisations that support children and young people in Oxfordshire, we can match you to other youth charities and support you to get involved.



We would love to know which of these packages sparked the most curiosity in you as you read through this pack. Please do pick up the phone and get in touch, we always want to hear from people and organisations with big hearts and a shared vision for young people in Oxfordshire.

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*"Never doubt that a small group of thoughtful,
committed, citizens can change the world.
Indeed, it is the only thing that ever has."*

Margaret Mead



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