

Business Benefits of a meaningful charity partnership

How supporting local young people is the key to unlocking potential in 2025.

What are your business goals in the next financial year?

Do you want to attract new talent, have more opportunities for creative networking and low-cost ways to upskill your staff? What about increasing employee engagement - maybe you'd like improved team cohesion, or greater brand visibility? Perhaps it's better physical and mental health for you and your team, or a way to differentiate from your competitors? How about a boost to team morale and an increase in job satisfaction? Would you like more evidence of your company's impact and a stronger reputation as a force for good in your community? You might just want to increase your revenue, be more committed to achieving that all important work/life balance, or even just want to have the 'warm and fuzzy' feeling of doing more good, more often.

Great news - working with the Youth Adventure Trust can give you all those things and more!

We're on a mission to transform the lives of vulnerable young people in Wiltshire by building their confidence, resilience and essential life skills. We love creating bespoke corporate partnerships, offering tailored opportunities for companies to align their goals with our charity's mission. There are so many reasons to have a charity partnership and so many ways you can get involved. From offering pro bono support, joining our unique challenge events, sponsoring young people on the programme, or volunteering time. We are always looking for ways we can show the impact of your support in your community.

Charity partnerships can set companies above their competitors and can be an important element in the tendering and decision-making process. In addition, the exposure can increase sales and brand recognition: 89% of consumers would switch to a brand that supports an issue they care about given a similar price and quality. Research shows there's an increase of between 5-40 % in revenue for companies that are committed to positive social and environmental impact and 55% of consumers are willing to pay more for products from these companies. 82% of employees believe it's

important for their company to have a purpose that contributes to society and creates meaningful work.

Team building challenge events: Our challenge events mirror the way we ask our young people to step out of their comfort zones. They create greater trust, higher employee satisfaction, give opportunities for team working, boost morale, enjoyment and pride. Since 2020, the UK has seen a steady increase in the number of economically inactive individuals due to long-term sickness, reaching an eye watering peak of 2.82 million in the first quarter of 2024. To address this growing issue, we should all take proactive steps. Engaging in outdoor activities and challenges together, not only boosts physical and mental well-being but also strengthens professional relationships. What's more, our events provide an excellent platform to connect with clients and customers on a deeper level, foster meaningful relationships, create shared experiences and network effectively within your industry.

Fundraising and Donating: Strengthen Wiltshire by building the resilience of young people - your future workforce - by demonstrating your commitment to a healthy, happy and diverse workforce. Our Youth Adventure Trust programmes are completely free for the young people taking part but cost us an average of £1,900 per person per place. We rely on the generosity of businesses, individuals and grant makers to be able to run our programmes and improve the lives of vulnerable young people in Wiltshire.

Event sponsorship: Reach a passionate, engaged audience through our event promotions across social media, email campaigns and local media outlets. Sponsoring an event gives you greater brand visibility and an opportunity to create a strong reputation and legacy. Having a sponsor for our events means all of the money raised can go directly to supporting young people.

Volunteering & Pro bono support: inspire fresh perspectives, develop leadership skills and apply existing skills in new and impactful ways. Research shows that 77% of Gen Z say that it's important to work for a company whose values align with their own and 54% of them would take a pay cut to do so. Does your team have a wealth of talent they could share with us? Can you share our volunteering opportunities with your employees or your networks?

Why YAT: We want genuine partnerships! We work closely with you to make sure you

achieve all of your objectives and help you celebrate the difference you will be making to the lives of young people and their families in your community. Companies support us in a variety of ways, including funding activity days, fundraising, holding an information event for us, having their own bespoke challenge event, providing transport, volunteering and covering the cost of individual places on the programme. We listen to your challenges and needs and will work with you to create a bespoke partnership with a shared purpose.

Get Involved: Partnering with the Youth Adventure Trust is about investing in the future of your staff, your business and your community. We would welcome a call to discuss your objectives and explore whether a partnership with the Youth Adventure Trust is right for your business.

To find out more contact Philippa - philippa@youthadventuretrust.org.uk or 07956 934 100