

THE POWER OF WOMEN

CHANGING OUR WORLD

**Sponsorship opportunities pack
2021**



TO SHIFT AND LIFT
THE ASPIRATIONS
AND AMBITIONS
AMONGST YOUNG
WOMEN ACROSS THE
TEES VALLEY.



Will you help change the lives of young women in the Tees Valley area?

THE WHAT

We believe that today's young women have the power to change the world - and that each and every one of them should be given the opportunity to do so.

We're passionate about raising their aspirations and giving them the confidence to not only realise their potential, but to actively pursue the exciting careers and fulfilling lifestyles they dream of - with gusto.

We aim to achieve this by driving 'dreamers' to our interactive website, which will feed into local schools and act as a platform for individuals and organisations to share the stories of some of the boldest, brightest and most remarkable women in the Tees Valley.

The Power of Women website invites inspiring women from all backgrounds to share their journey with us, which will then act as motivation for the girls of tomorrow.

Alongside a powerful social media campaign that speaks to today's tech savvy generation, our hope is that The Power of Women website will feed into the creation of a targeted schools marketing campaign and an inspiring book which will feature some of the stories.

The website content will take young women on the journey of their role models, through the use of long-form journalism and engaging video content. It will document the highs, lows and challenges faced in that transition from childhood to adulthood, highlighting the grit and determination in each and every one of them. It will provide access to thematic educational resources and signposts to information and organisations that can support girls and young women.

Together, we believe that our campaign has the ability to capture the attention of today's young women - particularly those from socially underserved areas - and encourage them to reach for the stars.

However, none of this can be achieved without financial support from the Tees Valley community. If you believe in the 'power of women', we need to hear from you. Through donations and a range of sponsorship opportunities, you can help today's young females make their mark on the world.

THE
POWER
OF
WOMEN



THE WHY

Former Children's Commissioner, Anne Longfield OBE, is the author of *Growing Up North*, a study addressing the realities for children growing up in the North.

"The fact of the matter is that there are more disadvantaged communities in the North than many other areas of the country, and many of those have entrenched disadvantages over several generations," she says.

"We found that disadvantage manifests itself in childhood in many ways. A lack of confidence, uncertainty and low expectation. Isolated communities with narrow and poor job prospects. Poor school results and poor connections to further and higher education.

"We have taken a particular interest in how children progress throughout childhood. Many will do well at primary age when schools in the North are some of the best in the country. But we have been very struck by how many children fall back during the secondary years when children growing up in the areas of greatest need often underachieve. Here, hundreds of thousands of children face a double disadvantage of living in a poor community and attending a poor school.

"There are 3.6m children growing up in the North. Every one of them should have the brightest future possible and best opportunities to look forward to happy, healthy and prosperous lives. Where they live and grow up should not be a barrier to making the most of their lives."



LEVELLING UP

'Levelling Up' in its simplest form refers to improving economic prosperity of the British regions that have fallen behind their peers in terms of health, education, workforce and politics.

Tees Valley is such a region, its economic prosperity sits at 75% of the UK average and it has a relatively low concentration of people in higher skilled and higher paid jobs. There are also high levels of deprivation in certain areas.

But 'Levelling Up' is about more than economics, it is about social prosperity; health and wellbeing; raising aspirations and harnessing opportunity and the potential of individuals. In Tees Valley, high levels of long-term sickness and low levels of participation and aspiration have all been exacerbated by COVID-19.

In addition, the Government risks 'turning the clock back' on gender equality by overlooking the labour market and caring inequalities faced by women during the pandemic, a report published by the women and equalities committee in February 2021 warns.

Gender equality is a fundamental aspect of these conversations; empowering women, addressing disadvantage and improving opportunities for young girls and women across society and the economy. A new report by Plan UK (2020) explores the state of women's rights in the UK and contains a local authority index based on a number of measures (child poverty, life expectancy, educational attainment, child obesity, teenage conception rates and NEET status). This sets out a picture of inequality facing girls across the UK.

In the 2020 index, Hartlepool features in the bottom 10, and in the previous report Middlesbrough ranked last overall. The report reveals that there is a sharp difference between what the girls feel people perceive them to be and their lived realities.

In 'Voices of Girls in Middlesbrough' assumptions are made about the way they dress or behave and that they are not academically able and have no ambitions. Furthermore, that Middlesbrough is perceived as a white working class, male dominated town lacking in opportunities for girls and young women. In stark contrast, a determined ambition was at the heart of conversations with the girls, who expressed the importance of a working and professional identity and a commitment to education.

The purpose of The Power of Women campaign is to give Tees Valley girls a 'voice' to deliver on their ambitions.



“I initiated the PoW Campaign because I wanted to change the fact that some areas of the the Tees Valley are considered the worst places for a girl to grow up in (Plan International 2020). I know that by working together we can change the immediate and long-term future. This will happen by empowering our girls and young women. We will give them a voice and the courage to be who they want to be and to live their hopes and dreams.”

Professor Jane Turner OBE, DL

Pro Vice-Chancellor of Enterprise and Business Engagement, Gender Champion at Teesside University

“We know that the pandemic has affected women more than men, as they bear the brunt of childcare and job losses. There has never been a better time to drive forward The Power of Women agenda and to counter these setbacks and emerge stronger. We know women are great for business and with enough focus, passion, determination and support, we can continue our journey with even more vigour. Women are particularly skilled at working together to achieve a common aim - let’s do it!”

Angela Lockwood

Chief Executive, North Star



SOME THOUGHTS

“The Power of Women projects represents so much of what our young women in the region need. Not just for today, to provide inspiration, but for their futures. A ‘space’ to celebrate themselves, their networks and The Power of Women.

The stories told are crucial because it’s impossible for women to connect to futures they are simply unaware of; and we have a responsibility to make the talent, drive and professionalism of working women in our region writ large for the younger generation. They must be in no doubt that their futures are unlimited.

The mentees I work with at The Girls’ Network are seeking this inspiration and guidance from the work they do with their mentors. The project will allow this ethos to reach more girls and women of all ages, and inspire many more women in our region to reach out and lean in.”

Rosalind Stuart

The Girls’ Network



SOME THOUGHTS

“Our findings clearly show that children start to rule out career options from an early age and their choices are often influenced by what they see in the media. This highlights the pressing need for closer ties between employers and schools, to ensure that all children have access to role models in a wide range of sectors to help them develop an awareness of career options at an early age. This is vital to ensure that all children can fulfil their full potential.”

Dr Elnaz Kashefpakdel

Head of Research, Education and Employers

“Tees Business is proud to support the Power of Women as a powerful force for change and equality. Guided and inspired by Jane Turner, we created the Tees Businesswomen Awards and have been moved and inspired by the response to them from women - and men - from all backgrounds. Nothing could be more fitting than for us to now join forces with Jane once again to play our own small part in this important movement.”

Resolution Publishing



SOME THOUGHTS

“The lack of access to role models and awareness of the different jobs is a particular concern for children from disadvantaged backgrounds. But there is a simple solution that is easy to implement. All children, regardless of their social background, where they live or the jobs their parents do, should have the same chance to meet people doing a wide range of jobs to help them understand the vast opportunities open to them.”

Professor Becky Francis

Director of UCL Institute of Education

“I’m delighted to have been able to support this important campaign. It will make life differences to girls and women in the Tees Valley. Something needed to happen to let girls know that the future belongs to them – they can and should dare to dream - PoW will help make those dreams a reality’.”

Frances Connolly



SOME THOUGHTS

“All of the girls and young women in the Tees Valley deserve every opportunity to fulfil their ambitions and to achieve their dreams. By living up to their potential and flourishing, they hold limitless potential for their lives... but also the future of our communities and the world!

That is why I am delighted to support the Power of Women campaign and the very real opportunities it presents to deliver a positive future for all of the girls and young women of today.”

Katrina Morley

CEO, Tees Valley Education (TVED)

SOME FACTS

Women in full time employment in the Tees Valley earn 12% less than men.

Given current rates of change, the World Economic Forum Global Gender Gap Report 2020 estimates it will take **257 YEARS** before gender parity can be achieved in the workplace. Across the four areas of health, education, workforce and politics the gap has narrowed to **99.3 YEARS**.

Across the Tees Valley the A Level student population comprises 58% women and pass rates are close to the total student population at 77%.

The UK's success in closing the gender gap has gone backwards since 2006. It is now lying **58** out of **153** countries.

Without changing legislation and cultural/social attitudes, the burden of household and care duties will not be rebalanced. This will continue to undermine women's education and employment opportunities.

According to a TUC Survey (January 2021) more than **SEVEN IN 10** women who applied for furlough after the latest school closures had their requests turned down. **NINE IN 10** had experienced higher levels of anxiety and stress levels during the latest lockdown.

In the Tees Valley male self-employment is double that of women.
(February 2021)



THE PEOPLE

The Power of Women campaign will be headed up by Professor Jane Turner, Pro Vice Chancellor - Enterprise and Business Engagement at Teesside University.

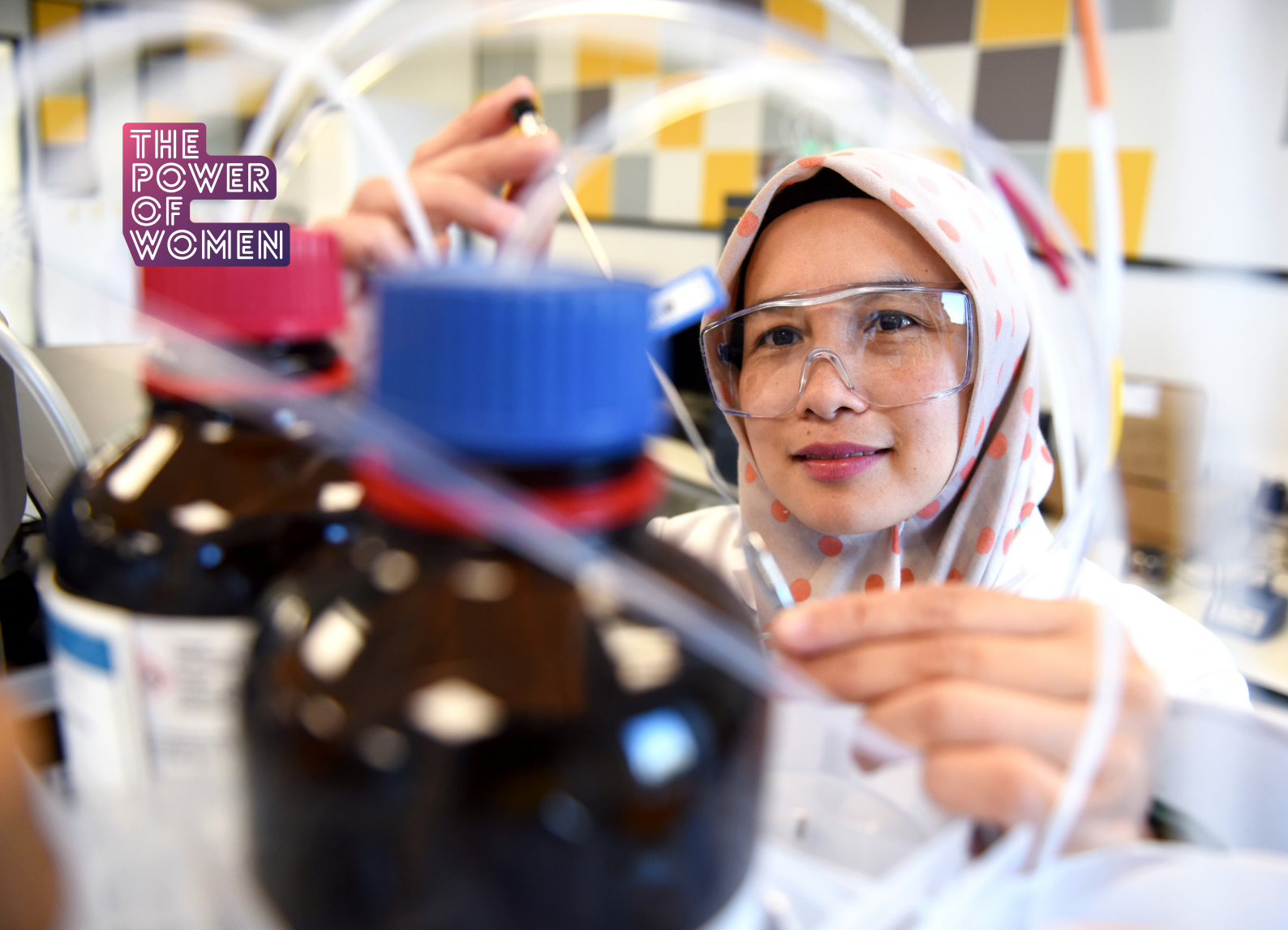
Jane received an OBE for her outstanding services to business engagement in 2017 and is recognised as a key business leader within the region.

She is passionate about gender equality and the need to champion the role women play in driving the economy. Crucially, she believes in aspiration for all and particularly the need to target young women in the Tees Valley.

Supporting Jane is well known social activist and business facilitator, Caroline Theobald CBE, as well as Chris March, Dave Allan and Martin Walker, media business owners who have committed their resources and networks to provide the infrastructure and content management.

We plan to grow the campaign in the Tees Valley area to begin with, reaching out into the wider North East region as it builds up momentum.

The initiative will also be backed by The Girls' Network - the organisation responsible for introducing 150 mentors in the Teesside area, offering 'unlimited futures for all young women'.



THE
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THE JOURNEY

We recognise the scale and importance of this project and understand that it is not possible to do everything at once. Our aim is to deliver the best possible campaign for the young women of our future, and in order to do that, we must present a clear and thorough plan.

This is why we are splitting the project down into three parts, building The Power of Women campaign.

- Our **first** goal is to produce an engaging website, populating it with inspiring content and introducing the campaign
- Our **second** goal is to engage with schools and colleges by creating marketing toolkits for the campaign
- Our **third** and final goal is to produce a coffee table book, which will act as an overarching marketing tool / celebration of The Power of Women campaign

It is imperative that, in order to make The Power of Women a positive reality, we get businesses both big and small, as well as individuals, investing in the campaign.

Corporate sponsorships will be significant in raising funds for the launch of the website.

Following that, we hope you can back us as we reach out to schools and colleges, sharing marketing toolkits to help spread the word and grow The Power of Women to the important place it deserves in the community.



THE JOURNEY PART 1: **The Website**

The Power of Women website will act as an interactive hub for girls to find inspiration and share stories of some of the most remarkable women in the region.

A dynamic corner of the internet, it will help bring inspiring stories to life, presenting them in an animated, engaging and interactive way to appeal to today's young, screen-savvy women.

The website will also act as a platform for networking opportunities and ancillary services, with reference points to situational matters such as mental health, further and higher education, careers advice and work experience. Links and contact details will be provided to help guide girls through the next stages of their lives.

In addition to links, regular thematic educational resources will be available, written features and insights, visitors will be able to view energetic, ever-changing video content, including exclusive interviews and behind-the-scenes footage. Young women will also be able to engage in debates and discussions so that their voices are heard.

By sharing anecdotes, thoughtful advice, practical tips and messages of support, businesswomen will give other young women a deeper insight into their world(s), helping them realise that they too can reach their potential, thus encouraging them to tell their story to date.

What's more, the website will also give users the ability to upload their own written and filmed content, shining a light on their own career journeys and successes. The content will be moderated to ensure the ethos of The Power of Women is maintained.

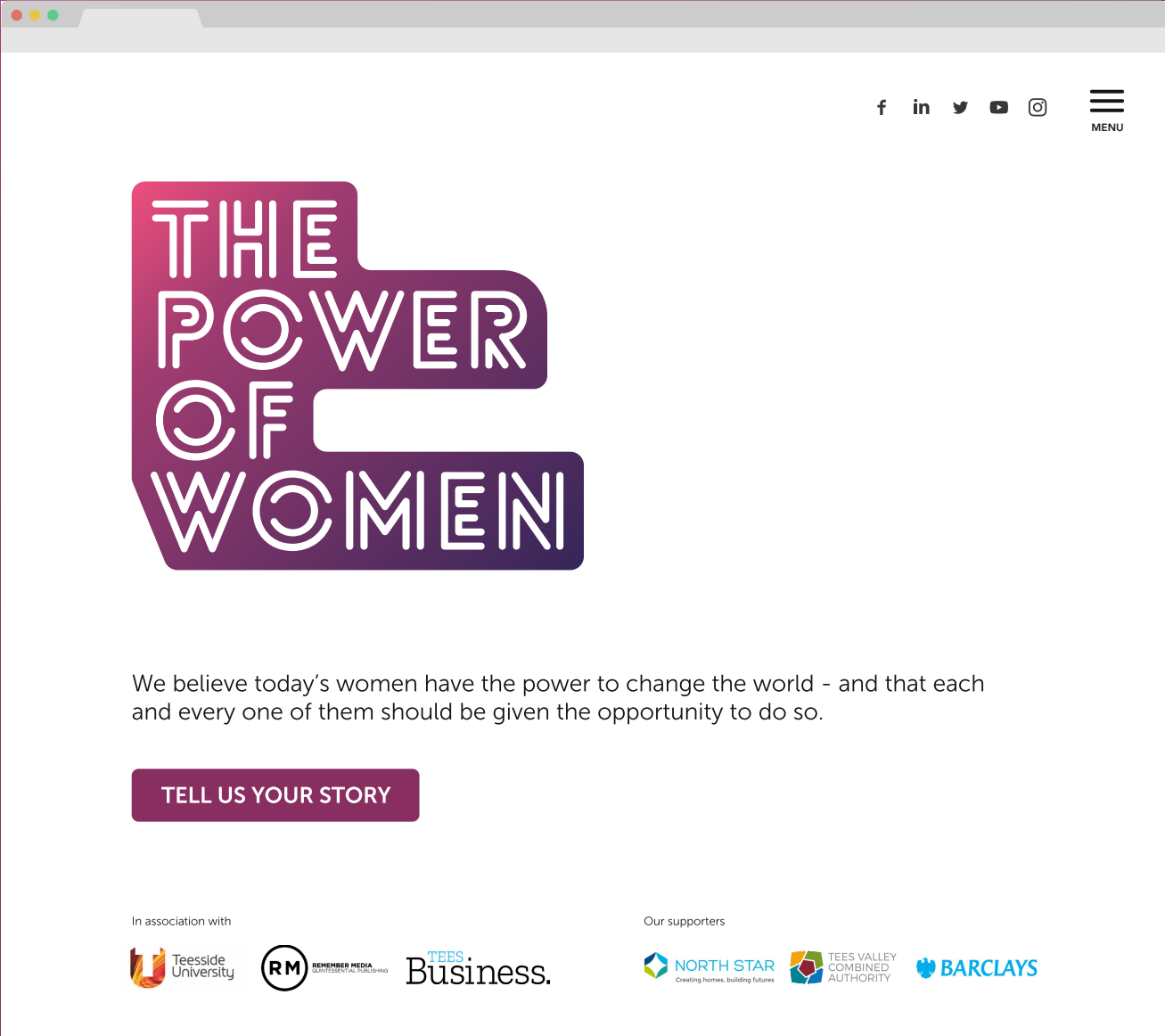
With links across various social media channels, our aim is that the website will create a uniquely empowering all-age community of women who believe in the message of 'if you believe, you can achieve'.

Thanks to a strong online presence, we see this community flourishing and becoming self-perpetuating over time - enabling The Power of Women campaign to live on and its reach to run into hundreds of thousands.

This is a significant project and on-going funds are required to make this new-age website a reality, fully populated and marketed via paid online channels.

A range of sponsorship and donation options are available, we are asking businesses and individuals to dig deep to help us reach our target.

We'd like to take this time to say a huge thank you to Darlington-based, Frances Connolly, who kindly donated a substantial sum to help us kickstart our journey for the all-important Power of Women website.



THE POWER OF WOMEN

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TELL US YOUR STORY

In association with



Our supporters





SHARE



Natasha's story

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[TELL US YOUR STORY](#)



CHANGING OUR WORLD



MENU



SHARE



Mentorship

noun

The guidance provided by a mentor, especially an experienced person in a company or educational institution.

"she is revered by his employees for his mentorship and problem-solving qualities"

[TELL US YOUR STORY](#)

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CHANGING OUR WORLD



MENU



SHARE



Inspiration

noun

The process of being mentally stimulated to do or feel something, especially to do something creative.

"she had one of her flashes of inspiration"

[TELL US YOUR STORY](#)

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SHARE



It will take until 2095 to achieve global gender parity in the workplace.

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TELL US YOUR STORY



THE JOURNEY PART 2: **The social media and schools' campaign**

Once the initial web site is built, an engaging social media campaign will be created to help spread The Power of Women message amongst today's generation.

We aim to target over 270 education providers across Tees Valley - including primary and secondary schools, academies, sixth forms and FE colleges - as well as a number of local businesses, who will be encouraged to nominate inspirational women in their own establishment to feature on the website and social channels.

Local schools will be asked to nominate one inspirational, leading girl from each key stage. These selected young women will act as the schools' own representatives and be ambassadors for the campaign.

We will provide each representative with a marketing toolkit to promote the campaign and website. We envision an extensive package, including POW merchandise, of information and material for a social media audience; including imagery, quotes, logos, press releases, hashtag/social media references, partner profiles and more.

In addition, we will also work closely with social media influencers, particularly women from across Tees Valley, to help carry the campaign to a wider audience, deliver its message in fun and exciting ways and guarantee maximum exposure.

On the back of the campaign, we will also launch a Crowdfunding page, enabling supporters to donate vital funds and receive a range of rewards in return.

Continuous fundraising is required to create marketing toolkits, including branded materials such as water bottles, notepads, pens, pin badges, posters, etc, to ensure The Power of Women campaign - and its core message - reaches as many people as possible. Corporate partners can help us reach our target through sponsorship and donations.



THE JOURNEY PART 3: The book

Further down the line and following the success of the website and supporting social media and schools campaigns, we envision a luxurious, limited-edition coffee table book.

Titled 'Changing Our World', it will tell the stories of over 100 'world-changing' women from across the North; women whose careers span every industry, from STEM, finance and medicine, to law, fashion and media.

They are digital entrepreneurs, social media influencers, dynamic entrepreneurs and kick-ass creatives. They are women with vision, guts and dynamism; some of whom took traditional career paths, but predominantly those who took an idea and fought hard to make it a reality - even when they faced major hurdles or were doubted by others.

Complemented by striking photography, the book will guarantee a unforgettable read and unleash a positive force of energy with every flick of the page; telling the honest, raw and uplifting life stories of women who have achieved greatness.



GET INVOLVED: **Sponsorship opportunities**

For corporate & SME businesses: We have sponsorship opportunities available from £500 to £50k with a range of rewards and brand association.

Align your business with The Power of Women campaign.

We are more than happy to tailor a bespoke sponsorship solution for larger organisations, which incorporate all three journey elements.

Equally, we are happy to speak with smaller businesses who may just want to sponsor the first phases of the journey in the creation of the website and content.

For individuals: You may be an individual who's spent a lifetime achieving what was once thought to be impossible; this is your time to give back. We've already kickstarted fundraising from individuals just like you who see themselves in the young women we want to inspire through The Power of Woman campaign.

Donate from as little as £10 via GoFundMe link
gofundme.com/f/the-power-of-women-2021

The benefits:

Association with a powerful, transformational movement that we hope will have a lasting legacy on the lives of young women across the Tees Valley, the North East and beyond.

Branding opportunities through various Power of Women media, website, social media, press releases etc. and on all collateral.

Join the editorial steering committee to identify Power of Women case studies.

Content creation for your organisation and people.

Invites to Power of Women events hosted at Teesside University.

Further down the line receive Power of Women merch, including badges, pens, water bottles and notebooks for your teams.

Doing the right thing!

THE
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What your support for this campaign will achieve...

By supporting The Power of Women campaign, you will be helping young women of the North realise and reach their potential.

We aim to encourage girls to be inspired to venture down exciting paths, leading to careers and lifestyles that move them, celebrate their talents and help them grow and flourish as individuals.

Our hope is that the campaign motivates them to dream big and pursue whatever they desire, without fear of judgement or failure; to push boundaries in all industries and explore, and ultimately succeed, in roles they may not have dared to consider as a young female in today's society.

By investing in the campaign, you will be improving the lives of our future generation. Once the campaign has been established and found its feet, we will employ dedicated Crowdfunding efforts to ensure it continues to run successfully for years to come.

THE POWER OF WOMEN

**Get in touch today to help us
change the lives of the young
women of our future...**

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