



Corporate Partnerships

Team Building, Sponsorship, Corporate Days,
Leadership and Charity Fundraising



**The surprising benefits
to your business by
collaborating with a
charity partner**

Corporate charity partnerships can be extremely effective and can bring some surprising, positive, benefits to your organisation as well as to Challenge Wales.

A survey by
Work for Good
showed

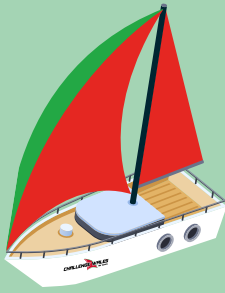
68%

of SMEs reported an increase
in profits after giving to
charity and almost

40%

attracted new clients.
Charity giving isn't just
good for business, but
great for a variety of
reasons.





Increased brand awareness

Giving to charity can help increase your marketing and exposure, which can result in your brand being seen and clients coming to you.

Socially-conscious consumers matter

Customers want to deal with companies they know care. In a changing world, particularly a world living with Coronavirus, more consumers expect businesses to make a difference. An Ebiquity Global CSR study showed

91%

of global consumers expect companies to address social and environmental issues.



Save money

Collaboration with a charity, such as Challenge Wales, can lead to tax savings. Who doesn't want a tax reduction?



Grow a positive reputation

In a competitive world reputation is everything and the key to success. You wouldn't support a business with a bad or unreliable reputation, would you? Charitable giving can create close-knit communities which coupled with enhanced brand awareness and customer loyalty can contribute to increased sales and improved bottom-line.

Millennials love philanthropy and a sense of purpose

The kids are all grown up now, and the Millennials in your workforce really care about social responsibility. They are the demographic that is 'always on', happy to share online, advocates and socially aware (according to research by Giveasyoulive). 6 out of 10 millennials say a "sense of purpose" is one reason why they chose to work for their current employer and no less than

81%

expect a company to commit to corporate citizenship.

Increased productivity - who doesn't want that?

Non Profit Quarterly reported that employers who 'consulted and included' their employees in the company's charitable giving saw a

13%

increase in employee productivity.

The benefits Challenge Wales brings to the world



Award-winning charity, Challenge Wales, gives young people improved life skills that boost their employment prospects and future opportunities through activities at sea. The charity works with a hugely diverse mix of individuals, often socially and financially disadvantaged. By taking young people to sea puts them onto a level-playing field (our sail training vessels) in a positive can-do environment which helps them to develop into the workforce of tomorrow, potentially your workforce!

Challenge Wales develops the life skills of young people, skills which individuals are often missing. The charity develops teamwork and leadership skills, communication and decision making abilities. We help people understand respect, responsibility & sustainability, give them the opportunity to assess and reflect on their experiences while appreciating the world around them and the part they can play in it.

How do we do this? We take young people to sea, on our sail training vessels; *Challenge Wales | Wales' Tall Ship and Adventure Wales*. Like in business, it's a challenging and unique

situation where you can plan for eventualities but sometimes you don't know what storm is on the horizon.

Our impact is life-changing. Independent evaluation of our services has shown that young people who have sailed with us gain improved teamwork & communication skills and confidence, as well as improved mental health and wellbeing. Many of the young people we've worked with have experienced desperate situations with no hope or aspirations. Some have been stuck in a rut, unable to see a positive future. We've helped young people find a career, move into employment, be a voice in their community, become volunteers or head back to college.

Sailing has many positive associations, from personal development to innovation and competition. It's an environment that fosters teamwork and leadership, as well as an awareness of sustainability and the natural world.

Our award-winning, innovative sail training programme has certainly changed lives for the better.

Come and meet Luke....

A life-changing experience

How we made a difference...

Turning someone's life around:



Challenge Wales has worked with thousands of young people since its launch. Many have left our vessels with **improved self-confidence, teamworking & communication skills**. Others, such as Luke have truly turned their lives around....



LUKE'S STORY

Luke, aged 18, lived with his grandparents in one of most deprived areas of Wales. He was insular, unemployed, lacked self-motivation and had anger management issues. He had very few friends and as an elective mute hadn't talked for two years. His Youth Worker didn't think he would be able to hold down a full time job.

What happened next:

Luke joined Challenge Wales on a 5 day residential voyage with people he didn't know. He took part in all aspects of sailing and helped with the cooking. The voyage started in Cardiff, and took them ashore onto Lundy Island, before heading back to Cardiff.

The results:

Luke talked for the first time in two years while onboard and improved his communication skills with us. His Youth Worker couldn't believe the difference a voyage had made. After the voyage, Luke was inspired to improve his life and was supported to take driving lessons, passing first time. Luke was keen to move out of unemployment - although he wasn't successful at his first interview he talked passionately about sail training. Within 6 months Luke successfully stepped into his first job. His Youth Worker attributed this to his Challenge Wales voyage. Luke then went on to college and then started studying for a business degree. The team behind Luke were so impressed with the change in Luke that they joined us on a later residential voyage to learn more about sail training and its impact. Luke's grandmother inspired by Luke's transformation has now started volunteering at the local community centre.

The impact of one voyage has been life-changing.

Your company can gain these fantastic benefits too

If your Company would like to gain these life-changing benefits, while helping Challenge Wales to help the World, then there are two easy ways we can work together;

Become a corporate sponsor and raise your profile

Sponsorship opportunities can **fit in with your business goals** or Corporate Social Responsibility policy. They can range from sponsoring a young person, a voyage, some sailing kit or making Challenge Wales your "Charity Of The Year" partner.

Challenge Wales' participation in the international Tall Ships Races can **place your brand in front of people** from all over the world. The Tall Ships Races is an event focussed on friendship, culture, sustainability, young people and learning at sea.

Boost employee engagement by giving them a just cause to support and associate your brand with the life-changing work we do with young people. Why not sponsor a young person or undertake your own fundraising activities to support them?

If you have **engineering staff or apprentices**, why not give them the chance to be involved in maintaining our vessels and the high tech equipment we have onboard. Could you provide some pro-bono support?

Could you **provide products or services** in kind? Each voyage needs to be stocked with food, toiletries, cleaning materials, domestic and marine equipment.

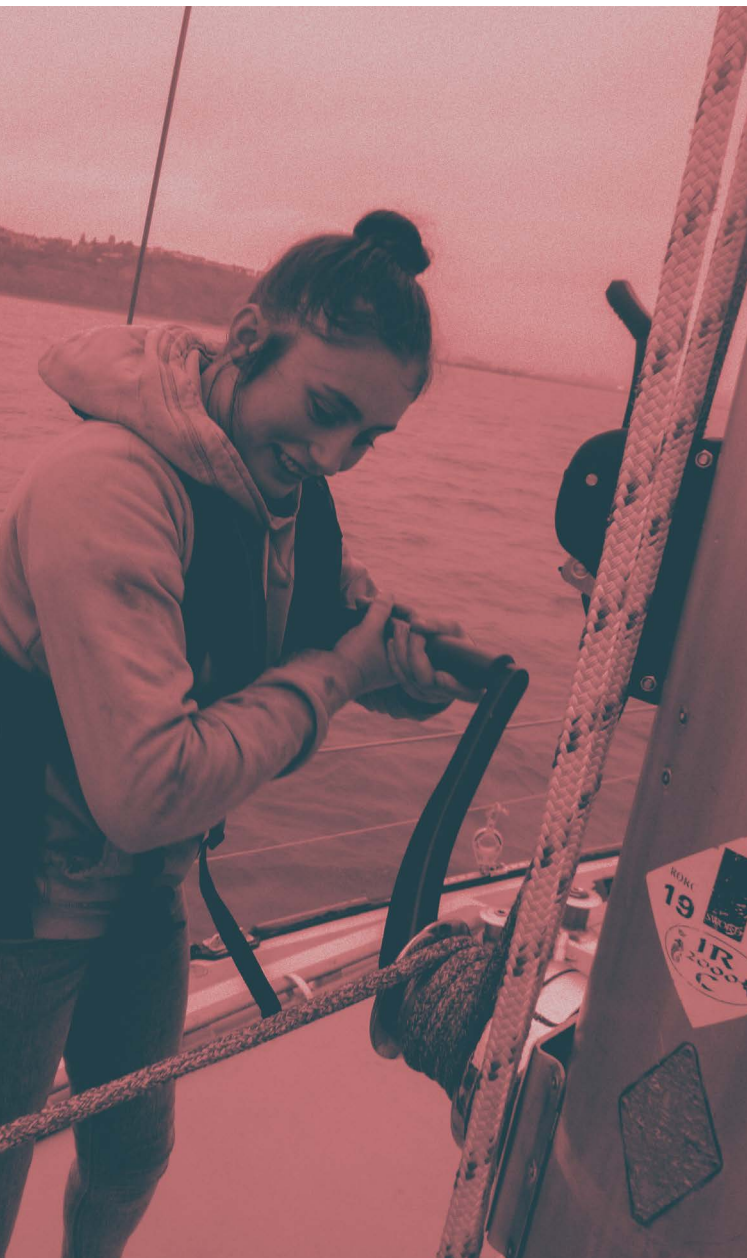
You can get involved more actively and have **exclusive visits** of our vessels with your team and guests. Why not hold a hospitality event onboard and have the opportunity to meet Challenge Wales Trustees and a young person you are helping to support.

We'll keep you informed on how your support is helping Challenge Wales change the lives of young people. There is often a story to be told which is why all sponsorship opportunities come with PR activities and social media coverage that we will work together on.

Challenge Wales can offer a wide variety of opportunities for you to suit budget, business goals and give you the value you want for your company, customers and your employees.

Give us a call on **029 20 704657** or email us **reservations@challengewales.org**





Come sailing **with us**

Challenge Wales can offer you adventure training, teambuilding activities and sailing days creating a memorable experience with lots of fun thrown in.

Leadership and Teambuilding Course -

In conjunction with our HR partner Challenge Wales can offer a ground-breaking three day Leadership & Teambuilding course combining shore-side and on the water learning. An experience like no other that will bring lessons to life and where you can apply learnings from being at sea back to the workplace.

A day of teambuilding - strengthen the bond within your team, and enhance their problem-solving & leadership skills in a new environment.

Corporate Entertainment and Rewards

Days - Charter our boats for a more relaxed day sail with your team and clients.

Regattas and Races - An enjoyable way to bring your team and customers together in a competitive way with often opportunities to

network afterwards too. "Round the Island Race" is one of those events where 16,000 participants take part in this impressive race in the UK, around the Isle of Wight.

Hospitality - An unusual venue for holding intimate events that your guests are bound to remember. Talk to us about the style of your event and what you want to achieve and we'll see how we can make your event stand out.

Long Distance Challenges - Take your team 'away from it all' on one of our longer distanced voyages. With opportunities to be part of Challenge Wales' environmental activities and citizen science projects too you will also be contributing to the UNESCO Sustainable Development goals.

Challenge Wales can offer a wide variety of sailing opportunities for you to suit budget, business goals and give you the value you want for your company, customers and your employees.

Give us a call on **029 20 704657** or email us **reservations@challengewales.org** and let's discuss what you want to achieve.



Our impact...

With your help, Challenge Wales would like to achieve;



An increase in the number of disadvantaged young people using our services to develop their lifeskills and improve their prospects and potential



An increase in awareness of the environmental and sustainability issues effecting the oceans



A growth in our fundraising activities to enable us to help more young people



An increase in revenue to ensure Challenge Wales maintains and subsequently grows effectively and has a sustainable future



A growth in the number of people who know about Challenge Wales and the life-changing impact the charity can have





Paul - Aiming Higher in Life

'Paul' was 19, a care leaver and spent a lot of time on computer games but wanted to do something more with his life.

What we did: Paul joined a two day youth development voyage followed by a more adventurous 10 day voyage.

The results: Paul set himself a goal of developing his leadership skills and coming back for a second voyage with different people improved his confidence. He used both experiences as a learning curve and used his time away from care, onboard, to reflect on what he wanted to do with his life. Paul felt the positive role models of the crew inspired him to aim higher with his life and his moral standards. As a result he was successful in joining the Army.

Evan - Improving Mental Health

'Evan' was in his early 20's, depressed and had a learning disability.

What we did: Evan joined us for a one day voyage, then a two day residential.

The results: Evan increased his confidence and improved his physical and mental health. He gained accreditation and felt proud of his achievements. Through independent evaluation, for every £1 invested in Evan it generated £7.43 of value.

Bringing Science To Life - School Activities

To have the opportunity to have something extra on their CV/record of achievement, seven students from three different schools came onboard Challenge Wales to learn about marine science and sustainability.

What we did: The group took part in a one day voyage undertaking marine sampling & sailing.

The Results: They had a great experience and developed their knowledge about the local marine environment, team working, and grew their confidence.

Talking Charts Turn The Tide For Blind Young People

Research through RNIB showed that visually impaired young people wanted to take part in the same activities as those people with vision.

What we did: Our Turning the Tide project enabled us to train our volunteers and adapted Challenge Wales with different aids to support visually impaired young people including the development of a Bluetooth audio compass & talking, tactile charts.

The Results: The young people sailed with Challenge Wales and experienced increased confidence and made friends.

Could you help us have an even bigger impact?



029 20 704 657



reservations@challengewales.org



www.challengewales.org

