

Mission Beyond

2022 Highlights

An energising year for partnerships and a growing community!

Pushing to open doors to untapped diverse talent for 1 million young people with potential

Mission Beyond is a social enterprise committed to giving access to young people from low socioeconomic backgrounds to build their careers and economic independence.

Organisations struggle to access and retain diverse talent. Diverse talent struggle to access and thrive in organisations.

Initially, by aggregating access to the upskilling, personal development, and other services provided by currently fragmented local and national support providers enhancing these with additional wrap-around support, and by connecting disadvantaged young people to meaningful roles in partner employer organisations. And later, by applying the insights gained to other areas of social mobility.

What's our current ask?

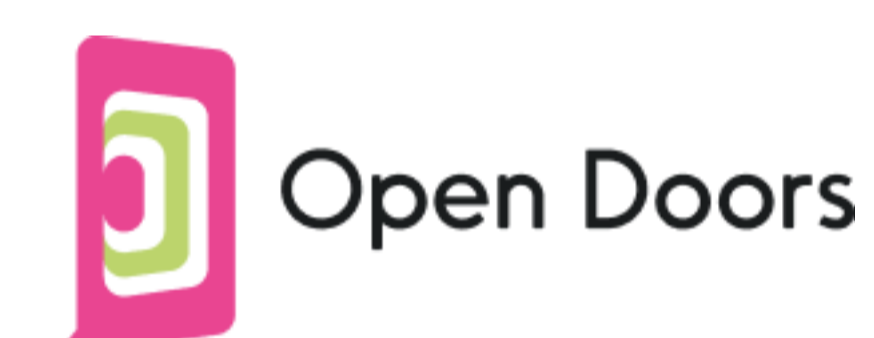
Financial and non-financial support to build out Open Doors, support our operations, provide job opportunities and enable our outreach to key target audiences.

We are currently focused on building out a minimum viable product, a beta version of Open Doors, and a full-scale version in the next months to 2 years. Our ambition is to provide opportunities for 1 million young people by two years after our initial launch.

Refreshed **Open Doors** product vision and exciting progress towards an MVP build

Drawing on rich insights gained from engaging extensively with young adults and their intermediaries, as well as employers across the UK from an array of diverse industry sectors, we are thrilled to announce the refresh of our product walkthrough of Open Doors.

Our strategic technology partnership work progresses powerfully to deliver our national digital proposition designed to connect young adults from under-represented groups and lower social-economic backgrounds to internships, apprenticeships and job opportunities alongside career progression, providing active support in the form of mentoring, coaching, career advice, and training across the process – and in every community across the UK driven by our best in class AI matching technology delivered in a seamless, end-to-end experience.



To learn more on how your organisation can create systematic change at a national level by partnering with Open Doors contact info@missionbeyond.co.uk for a product demo.



Partnership with **Media Trust Creativity Works Programme**

We were thrilled to recently partner with Media Trust who work in partnership with the media and creative industry to give charities, young people and underrepresented communities a stronger voice through skills-based volunteering, communications training and capacity building programmes, connecting leading media and creative professionals with charities and underrepresented communities across the UK. As part of our partnership we were thrilled to be chosen as the charity for Creativity Works programme where we identified and presented a communications brief for trainees to produce a robust plan.



Creativity Works Trainees

During the programme Creativity Works trainees with support from expert media and creative volunteers from Initiative, worked hard in teams to develop creative and innovative communication ideas which they pitched to Mission Beyond at a special showcase event held in London.

Attended by Media Trust's industry partners BBC, Google, Hearst, Snap, TikTok and Twitch many of whom facilitated high-impact media master-classes and employability skills training over the intensive six-week bootcamp.

All the teams used their newly formed media and communications skills learned from Creativity Works in their pitches. There was one special group whose pitch captured the essence of our Open Doors, winning team G.O.A.T.

Having young people involved in an organisation's decision-making and development processes can have a positive effect: Young people bring energy, creative innovative ideas, and add fresh perspectives. So, we look forward to working with these amazingly bright young adults in our future campaigns and initiatives.

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DLA Piper Business Meets Politics Series

Mission Beyond was honoured to accept an invitation to take part in the DLA Piper dinner series, 'Business Meets Politics' on June 15th with special guests Kate Green MP for Stretford and Urmston and Shadow Secretary of State for Education, David Mervyn Johnston OBE and Justine Greening, former Secretary of State for Education and Minister for Women and Equalities and Founder of the Social Mobility Pledge.

This signature event convened leading thinkers, policymakers and business leaders to discuss the most important public policy issues affecting business and wider society.

The discussion was held under the Chatham House rule and facilitated by Simon Walker, DLA Piper's Business Advisor and former Director-General of the Institute of Directors.

We are excited to continue our relationship with DLA Piper in the future and take part in further crucial conversations with leading experts.

New Media Partnership with the 7stars

We are so excited to announce we have formed a media partnership with the UK's largest most successful independent media agency the 7stars.

The multi-award winning agency Crowned Media Agency of the Year three times in three years by both Media Week and Campaign Magazine UK's, the 7stars team have also been listed in The Sunday Times Best Small Companies to Work league for the last eight years, and are listed in the Telegraph's 1000 Companies to inspire Britain.

Simon Harwood, Head of Strategy at the 7stars, said:



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The 7stars is proud to support Mission Beyond in launching this vital initiative. We were founded on principles of doing the right thing, not just for our clients but for our people, the industry and wider society, so social mobility is incredibly important to us. Mission Beyond are ensuring a more equitable future for young people from disadvantaged backgrounds so we jumped at the chance to lend our expertise to help build a digital infrastructure that will open opportunity to talent from across the country.”

The team is packed with some of the best talent in the industry, providing, as part of our partnership, pro bono world class media, publicity and marketing services for the launch of Open Doors and our Mission Beyond Advisory Board.

Mission Beyond are absolutely over the moon to be working with such an A-List purpose led media agency!

Introducing **New Appointment on Mission Beyond's Board of Directors and Committee Members**

Mission Beyond is delighted to have welcomed a new Director to its Board, **Ged Hawes**. Ged was unanimously elected and attended his first Board meeting in July 2022.

Mission Beyond is also pleased to introduce three new Committee Members who continue to support our Board of Directors. **Rowan Wijegoonawardena** and **Jawwad Paracha** who are voluntary independent members of our Governance, Operations and Audit Committee. Alongside **Marta Pułeczka**, a voluntary independent member of the Fundraising and Development Committee.

All senior professionals within their chosen careers. Together with their rich lived experience and successful careers, bring a range of skills and deep expertise to Mission Beyond operations including marketing, research, business intelligence, philanthropy, fundraising, finance, event marketing, operations, strategy, and project and change management.

We look forward to working closely with them as they bring their unique and vast experiences to help Mission Beyond achieve its mandate.

We're looking for senior executives with a deep passion for addressing the UK's social mobility challenge at scale across a diverse range of industries. They will play an influential role in working with the board, senior leadership and core team in advancing our strategic goals and shaping the future of the organisation.

Interested? To learn more please contact Executive Chair and Founding Director, Harriet Green OBE, via harriet@missionbeyond

How **Greene King** is partnering with Open Doors to access untapped diverse talent by joining our founding coalition of lead corporate funders.

One of our founding trustees Manny Amadi was delighted to be invited to the House of Commons for the launch of the new Greene King report 'Untapping Potential' - Setting out plans to "untap the potential" of thousands of people with jobs in the hospitality industry and the role of pubs in levelling up skills, jobs and communities, highlighting the crucial role that pubs play in levelling up skills, jobs and community providing fulfilling careers in local communities across England, Wales and Scotland.

Speaking about the partnership, Nick Mackenzie (CEO, Greene King) said:

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We are proud to invest in national social mobility enterprise Mission Beyond, and its Open Doors platform, which we hope will help to change the life prospects of disadvantaged young people. It will also give Greene King and the industry direct access to a diverse range of pre-skilled, pre-mentored young adults from underrepresented groups and lower socio-economic backgrounds. Working with Mission Beyond will support our vision for championing social mobility and help us to achieve our commitments, which we recently outlined in our Untapping Potential report.”

Individual and Family **Giving**

Our multi-year gifting strategy continues to grow! We are thrilled to announce new annual donations from a number of high-net-worth individuals and entrepreneurs, single family offices as well as internationally and nationally outstanding persons. If you would like to learn more about becoming an individual donor, please get in touch with Harriet Green OBE. Email: harriet@missionbeyond.co.uk

The **social mobility** conversation

The Mission Beyond team is constantly finding ways to highlight the urgency of tackling social mobility as a collective community in business and beyond. Supporting nation-wide days dedicated to the topic is one such way in which we connect with others making strides towards a more equal society where everyone has opportunities to thrive.



In 2022, Mission Beyond was proud to support the inaugural Social Mobility Awareness Day, launched on the 16th of June – this year's theme focussed on the question **'What is Social Mobility?'**

Social Mobility Awareness Day has been established to promote wider conversations about social mobility and to celebrate the organisations committed to bringing about positive change.

To improve social mobility in the UK, employers need to put socio-economic diversity, equity and inclusion at the heart of their organisations. The aim of the day was to improve awareness of what social mobility is, why it is important, and how organisations can take action.

Social mobility is a cause that is widely misunderstood. Defined through the lens of government bodies – it's often measured by things like a person's income, status, or occupation. How socially mobile society depends on the level of access to opportunities that individuals from less-advantaged backgrounds have.

In Greene King's 'Untapping Potential' report Manny Amadi commented:

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There are few things in life more corrosive than unrealised potential. It deeply frustrates individuals, whilst depleting value for their family, community, and for UK plc. Powered by Mission Beyond, Open Doors is determined to unlock the full potential of under-represented young talent in ways that enhance opportunities for everyone.

The additional insights on social mobility highlighted in the 'Untapping Potential' report are most welcome. Already a role-model for others, Greene King is to be commended for its further commitment to providing additional employment opportunities to young people from underrepresented back-grounds and disadvantaged communities – whether through partnerships with organisations like The Princes Trust and Mission Beyond, or through a range of other interventions.

It will take active engagement from all actors – government, employers, and other organisations – to fully address the UK's social mobility challenge. It really is time to step up!”



Read in full by searching for the Greene King 'Untapping Potential' Report

The Social Mobility Commission's State of the Nation 2021 confirmed that:

'Today, you are still 60% more likely to be in a professional job if you were from a privileged background rather than a working-class background.'

Over the past few years, more organisations have started to look at the socio-economic diversity, equity, and inclusion strands within their workforce and are evaluating the impact they are making in these areas. On Social Mobility Awareness Day, it's possible to recognise and share the achievements of these organisations.

Mission Beyond Executive Chair, Harriet Green, said,

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We are delighted to be supporting the inaugural Social Mobility Awareness Day to help raise awareness of social mobility across society and specifically the work of our national social mobility charity. Mission Beyond helps solve real world challenges using digital to scale, meeting the needs of people and the social mobility ecosystem”, says Harriet. “Open Doors, the national digital infrastructure we're in the process of developing to help tackle this challenge, **will allow young people from challenging backgrounds with great potential to be supported through the complex process of getting a job**, whilst facilitating corporations to help, hire and progress richly diverse talent.”

Connect & start taking action!

We are always looking for ambitious partners to work with – interested?
Get in touch: info@missionbeyond.co.uk