



# Diversity Role Models

Partner Opportunities

Diversity Role Models welcomes partnerships with organisations of any size from across a wide spectrum of sectors whose values align with our own.



Who Are We?

**Diversity Role Models is a dynamic charity whose vision is a world where everyone embraces diversity and can thrive.**

Our mission is to promote understanding and acceptance of individual differences and end LGBTQ+ bullying in schools. We do this by harnessing the power of storytelling and delivering pioneering educational workshops.





# What is the issue?...

42%

of secondary students say pupils who are gay or thought to be gay are bullied at their school

(Diversity Role Models, Embracing Difference, Ending Bullying Impact Report, 2022)

54%

of secondary and 42% of Year 5 & 6 pupils say homophobic, biphobic and transphobic language is common at their school

(Diversity Role Models, Pathways to LGBT+ Inclusion, 2020)

65%

of secondary students said they would report bullying or prejudice to a teacher if they witnessed it

(Diversity Role Models, Embracing Difference, Ending Bullying Impact Report, 2022)

23%

of secondary students think someone who is LGBTQ+ would feel comfortable coming out at their school

(Diversity Role Models, Impact Report, 2022/23)





# What Partner Support Helps Deliver...

Diversity Role Models workshops, training, and inclusive teaching resources to help young people feel less alone by equipping them with the compassion, knowledge, and confidence to become 'upstanders' rather than 'bystanders' when they witness bullying.



# Partner Support Enables The Power Of Storytelling...

The highlight of our workshops is the opportunity to hear from Volunteer Role Models who share their lived experiences.

**Their stories build empathy and connect with young people to drive positive change** in their behaviour. From this, pupils begin to recognise the (often unintended) impact of their language and actions, as well as build confidence to respond to bullying when witnessed.



# Partner Support Powers Sustained Change...

In order to ensure sustained change, we supplement our Anti-Bullying Workshops by **training school governors, staff, parents, and carers**, using both in-person and online delivery and a variety of resources.

## Whole School Approach



### Students

- **Primary:** celebrating difference, families
- **Secondary:** stereotyping, bullying, empathy

### Governors

- Statutory duties
- Policy improvements
- Action planning

### Teachers/Staff

- Skills
- Confidence
- Curriculum
- Inclusive school

### Parents/Carers

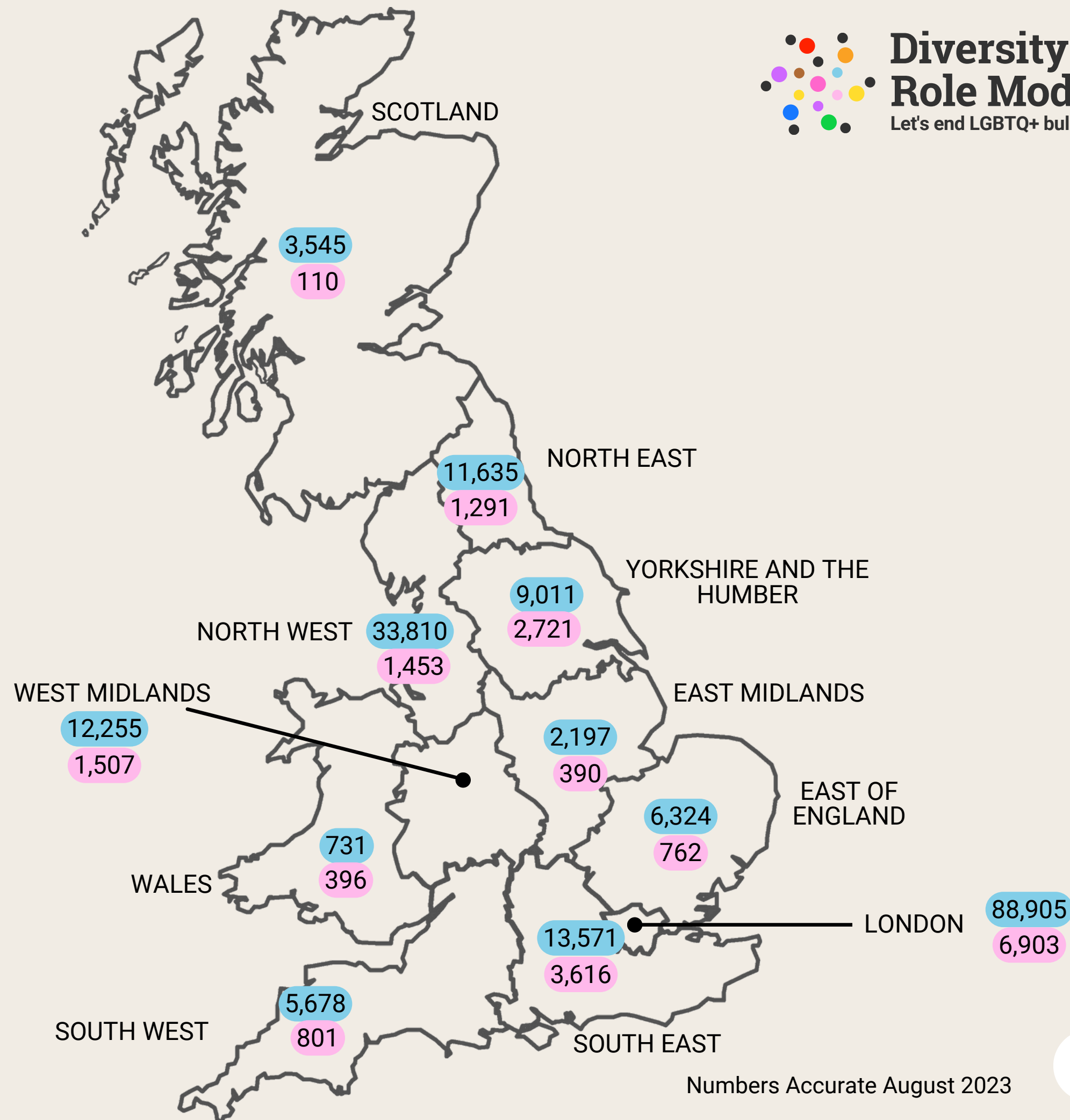
- Confidence
- Supporting young people
- Language



# Partner Support Helps Us Work Nationally and Locally...

Number Of Students Delivered To

Number Of Staff / Governors  
Delivered To



# Our Impact In Schools Following A Workshop...

69%

of secondary students say they would support a friend who came out as LGBTQ+ after hearing our role model stories

Secondary Evaluation Data 2022-23

100%

of primary staff think the student workshops will help students to respect each other and their differences

Embracing Difference, Ending Bullying Impact Report 2023

95%

of primary students will respect people who are different to them after one of our primary sessions

Primary Evaluation Data 2022-23



# What People Say About Our Workshops...

*After the session we now have many more students committed and enthused to do more work to support Diversity and Inclusion within the College.*

**Staff Member, London Catholic Secondary School**

**I really loved your presentation it was really informative and your charity is amazing, thank you!**

**Student, Year 11**

*It was really informative and engaging session with a variety of tasks. [The Role Model's] journey speech was so touching - it gave me goosebumps.*

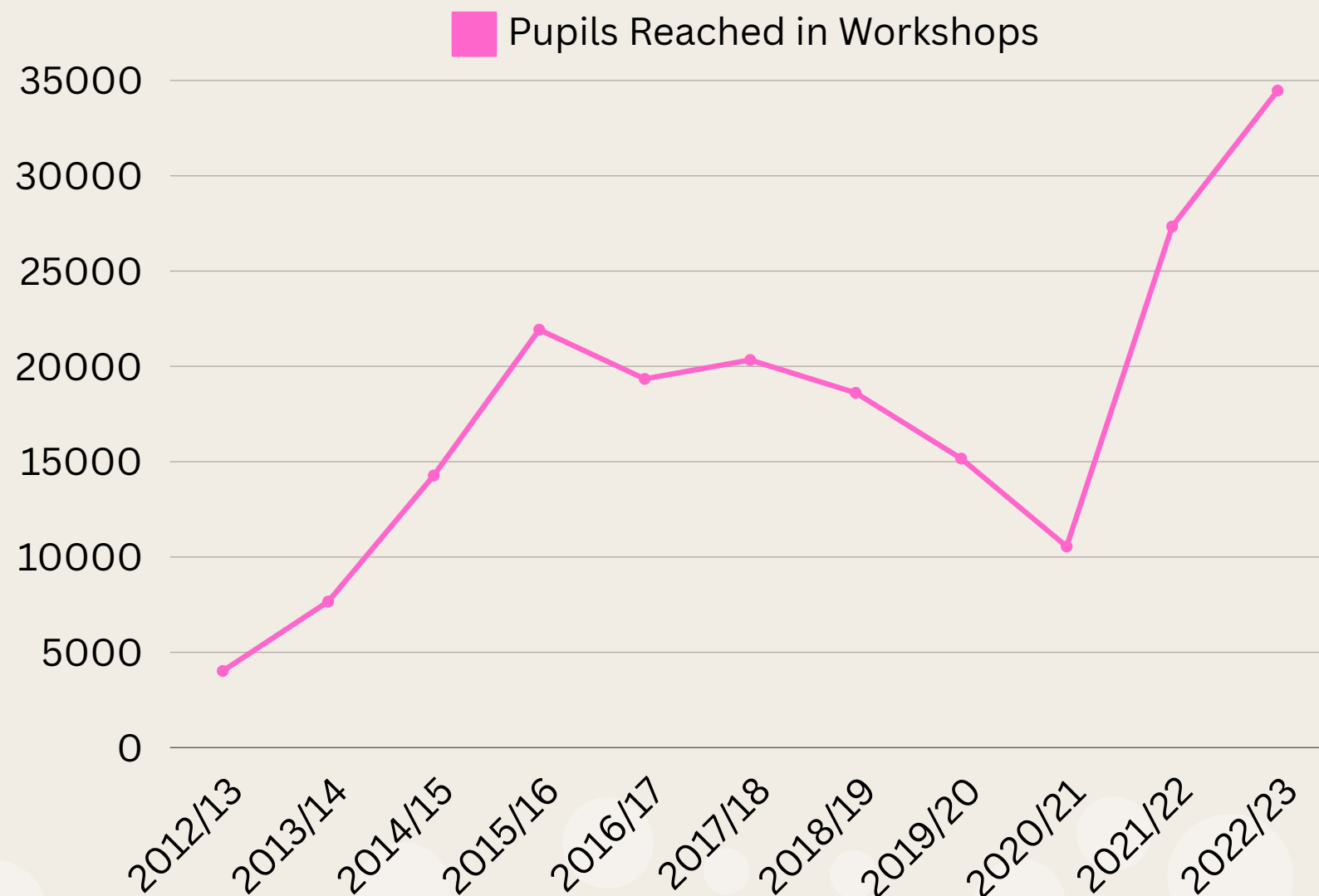
**Primary Teacher**





# Growth in demand means we need your support more than ever...

Diversity Role Models is in a stronger position than ever before following the challenges of the Covid-19 pandemic. We are **proud to have reached more young people and adults last year** than ever before and have been growing year on year since 2020-2021.



*We know there is a real need for our work and have seen an increase in demand for our anti-bullying workshops, but schools are struggling to afford to fund this work themselves. We rely on the support of Partner organisations to ensure no school is turned away due to financial constraints, and that all children can experience the benefits of LGBTQ+ inclusive education.*

**Jac Bastian, Diversity Role Models  
Chief Education Officer**

# Who We Work With...

Our partner organisations come from across many different sectors including but not limited to finance, insurance, retail, hospitality, entertainment and education.

**All organisations that we work with openly share our values** when it comes to ending bullying and making schools a safe and fulfilling place for all young people.



# Some Of Our Partners...

**AIG**

**Amazon**

**Asda**

**Badiani  
Gelato**

**Bain  
Capital**

**Bloomberg**

**CSC  
Global**

**Disney  
Pride**

**Dept for  
Education**

**Deutsche  
Bank**

**Diverse  
Educators  
Network**

**Fair  
Education  
Alliance**

**Interbank**

**The Lego  
Group**

**LGBT  
Consortium**

**Link  
Insurance**

**Mildreds**

**My G  
Work**

**Nexer  
Digital**

**The  
Westminster  
Foundation**

**PA  
Foundation**

**Reed  
Smith**

**TJX  
Europe**

**TK  
Maxx**

**NCVO**



# DRM Partnership Case Studies...



Disney donate in many different ways, all of which are unrestricted, including a financial donation each year. Disney also supports our events with items for lucky dip and auction fundraising initiatives and donate tickets to theatre shows, which we use to thank volunteers or raise additional donations.

“ Disney Pride have been a proud supporter of Diversity Role Models for over 5 years. Their unwavering commitment to diversity and inclusion, stopping bullying, and celebrating families in all of their lovable forms, joyously aligns with our values. We look forward to continuing to strengthen the Disney x Diversity Role Models bond and supporting them on fundraising and awareness initiatives.

”





In the summer of 2023 Mildreds collaborated with Diversity Role Models for the month of June to mark Pride. They added £1 to all bills across their 6 restaurants, and created a special dessert, of which all profits were donated to Diversity Role Models.

“ We wanted to create awareness of the great work that is being done by Diversity Role Models that our guests may not be aware of. We chose Diversity Role Models as we believe the education of school children plays a very important role in the building of an inclusive society. Mildreds is a safe place for everyone, and we want to support Diversity Role Models in creating the same environment in schools. We hope to partner with Diversity Role Models again next Pride month, as well as having members of the team volunteer to support them throughout the year. ”



# ReedSmith



Reed Smith has partnered with Diversity Role Models for the last three years by donating a restricted amount to fund school delivery. They have also held numerous volunteer recruitment sessions across their UK sites to encourage staff members to become Volunteer Role Models.

“ Having a great partnership with Diversity Role Models allows our volunteers, especially those who are members of our LGBTQ+ internal business inclusion group, to have the opportunity to share their experiences with young people, hopefully helping to inspire them and build their confidence in being their true self. Our volunteers have also enjoyed taking part in the Department for Education anti-bullying project through Diversity Role Models, which helped to provide teaching staff with a better understanding of how to support young people who may be experiencing bullying during their time in education.

”



## Our Partners



We also partner with organisations that provide us with in-kind donations.

A previous partnership we held with teachers union NAHT supported us by sharing our resources and workshops to their network as well as hosting us at their National Conference.

Nexer Digital also provide pro-bono web and tech support...

# NEXER



“

We are proud supporters of Diversity Role Models, our team has been behind their mission since they started, as volunteers, workshop facilitators and as their digital partner. We continue to offer their team support to boost audience engagement, donations and volunteering through their website and social channels. Their work is great, and needed more than ever

”

- Nexer Digital



# What Our Partners Have Helped Us Achieve...

In 2022-23, funding directly from corporate partners and LGBTQ+ employee networks helped us **reach 293 schools**, with over **1,179 workshops**, reaching **32,553 young people**. This included primary, secondary and post-16 education. We also started developing and delivering provision in Further Education Colleges in Manchester and London with funding from PA Consulting.



# How Partner Support Can Help Us...



If you are an **organisation of any size**, then there are many ways that you can help support and fund our work. **Most of our anti-bullying workshops in schools are in some way funded by Partner organisations donations or grants, and support from DEI networks in the workplace.** We operate throughout the UK and deliver workshops and training based on national and localised needs.







# Some Ways You Can Support Us...

**Whatever your size, budget or area of business, there is a way you can partner with us!**

Funding comes in many different forms. Your donation can help towards funding a specific project, core costs of the charity, or a mixture of both. We also provide impact reports to Partners on all funded activities once completed.

**Donate towards school workshops** - The donations we receive are often prioritised for schools who need it most. We assess each schools' need using free school meals percentage data and Census data. Partner funding lets us deliver our anti-bullying workshops for free to these schools.

**Donate unrestricted funds** – Recurring, short-term or one-off unrestricted donations give us the flexibility of allocating money to the campaigns and essential resources that need financial support the most.







## How You Can Help

**Support local, regional, and national campaigns –** Providing funding and resources in targeted areas of the country supports us to deliver our work across the UK.

**Provide skills, services, and expertise –** As a small charity we're always looking for ways that organisations can support us with expertise or time. This could be in the form of web design to data analytics to free office admin.

**Gift income and/or profits from an activity -** Run a local/national campaign, fundraise within your organisation or with customers, or become an affiliate Partner to gift additional donations to our charity, without any restrictions.

**Sponsor or host an event –** Events are a vital source of fundraising and volunteer recruitment for us. Could you host a professional networking event, a fundraising party, or even a bucket-shake at your place of work to collect some loose change and sign up potential volunteers?

**Have any other ideas? We would love to hear from you!**



# Top Reasons To Partner With Diversity Role Models...

**Proven Impact:** Our Impact Reports show that we effectively combat bullying and promote inclusivity in schools. Our track record includes measurable successes and efficient resource utilisation.

**Transparency and Accountability:** We are a registered charity and maintain transparency through clear governance and Annual Financial Reports, ensuring responsible donation management.

**Community Engagement:** We operate nationally and on a local level. With regional hubs, we strengthen community ties, allowing businesses to support specific regions or demographics.



## How You Can Help



**Employee Engagement:** We offer volunteering and fundraising opportunities to partner employees, and welcome the opportunity to speak with individual colleagues, networks or as part of your events about how you can get involved

**Branding and Recognition:** We welcome joint branding opportunities and are keen to collaborate in public partnership events and branding campaigns.

**Long-Term Vision:** We want to see an end to bullying and therefore have short, medium and long-term goals to help us achieve this by investing in educating for generations to come.





# Thank You

No two organisations are the same. We have years of experience developing and tailoring our partnerships to meet the aims and goals of our partners.

If you would like to discuss how you can Partner with Diversity Role Models, please contact our Head of Relationships, **Emma Miller-McCaffrey**:

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