

## **Sponsor an educational setting - Corporate and Social Responsibility goals**

At the SEJ we are passionate about empowering our young people, giving them the SEJ as a powerful life skill to take into employment and beyond.

The best way to achieve this is to share the SEJ with students when they are young. Hence, we have a driving passion here at the SEJ to get the SEJ Process into every educational setting that we can.

One of the major challenges that our education system sadly faces is a complete lack of funding to deliver new services into educational settings. We believe we can address this by giving businesses the opportunity to sponsor a local educational setting: school, college, or university, so that we can either train the educators to teach the SEJ Process or to share with the students directly integrating the SEJ into the curriculum. (A full educational pack is available to view).

For every business that sponsors a school we will provide the business and the school with a certificate that they both can exhibit to show their involvement. For businesses this is a wonderful way of giving back but at the same time helping a business achieve its Corporate and Social Responsibility goals.

We aim to take this even further – as businesses use the SEJ Process for themselves and begin to understand the power of this process to become more empowered, they will also understand the importance of employing individuals who are experienced in the SEJ. Imagine as a business understanding the power of the SEJ Process as you have used it yourself and then hiring people from the local community who have learnt the SEJ from a local University, school, or college that you have sponsored. You know you will be employing motivated individuals who know how to work cohesively and are working to their full potential.

### **The benefits for a business in sponsoring an educational setting**

The benefits to the business are:

- **Community Recognition.** The business will be provided with a certificate from the SEJ demonstrating that the business is supporting a setting, and the setting's name will be on the certificate.
- **Business Recognition.** The educational setting will be provided with a certificate from the SEJ demonstrating that the business is supporting the setting, and the business' name will be on the certificate.
- The ability to give back to the local community.
- Supporting the local setting where staff members children or extended family may attend.

- Creating a relationship with the local setting that could expand to employment opportunities for students.
- The business will know that the pupils in the setting will potentially be learning the SEJ Process to support in their life skills and mental health.
- The business can advertise the sponsorship of the setting. Good for PR.
- Many businesses will only do business with other businesses that have a track record of giving back to their local community. The business can use this sponsorship as proof of CSR – Corporate Social Responsibility.

### **Why is CSR important?**

- It improves customers' perception of your brand.
- It attracts and retains employees.
- It increases your appeal to investors.

By sponsoring a local setting, not only are you giving back to your local community – you are at the same time benefiting your own business.