

# STEPHEN LAWRENCE

DAY 

A LEGACY OF CHANGE



## OVERVIEW

Stephen Lawrence Day is marked officially in the British calendar every 22 April as a celebration of Stephen's life and legacy.

The Foundation, established amid unprecedented growing global awareness of racial inequality, exists to inspire a more equal, inclusive society, and to foster opportunities for marginalised young people in the UK.

The Foundation is the home of Stephen Lawrence's legacy and has education at its core. We describe what we do in 3Cs: Classrooms, Community and Careers.

We are developing programmes and activities around the 3Cs that run 365 days a year, with each 22 April a point to recognise and celebrate the progress made.





# THE VISION

Creating hope and opportunity for all young people to succeed.





# THE MISSION

The Stephen Lawrence Day Foundation will inspire a fairer and more just society through Stephen's legacy, engendering equality, diversity and inclusion for young people, communities and organisations globally.





# OUR VALUES





# INTEGRITY

The quality of being honest and having strong moral principles.



## SELFLESSNESS

To care about others and to act on the desire to help others, without expectation of or desire for compensation for helping.



## ACCOUNTABILITY

The obligation to explain, justify and take responsibility for one's actions.



## LEADERSHIP

The art of motivating a group of people to act towards achieving a common goal.



## OPENNESS

A tendency to accept new ideas, methods or changes.



## HONESTY

The quality of being truthful.



## OBJECTIVITY

The concept of truth free of prejudice.



# OUR OBJECTIVES



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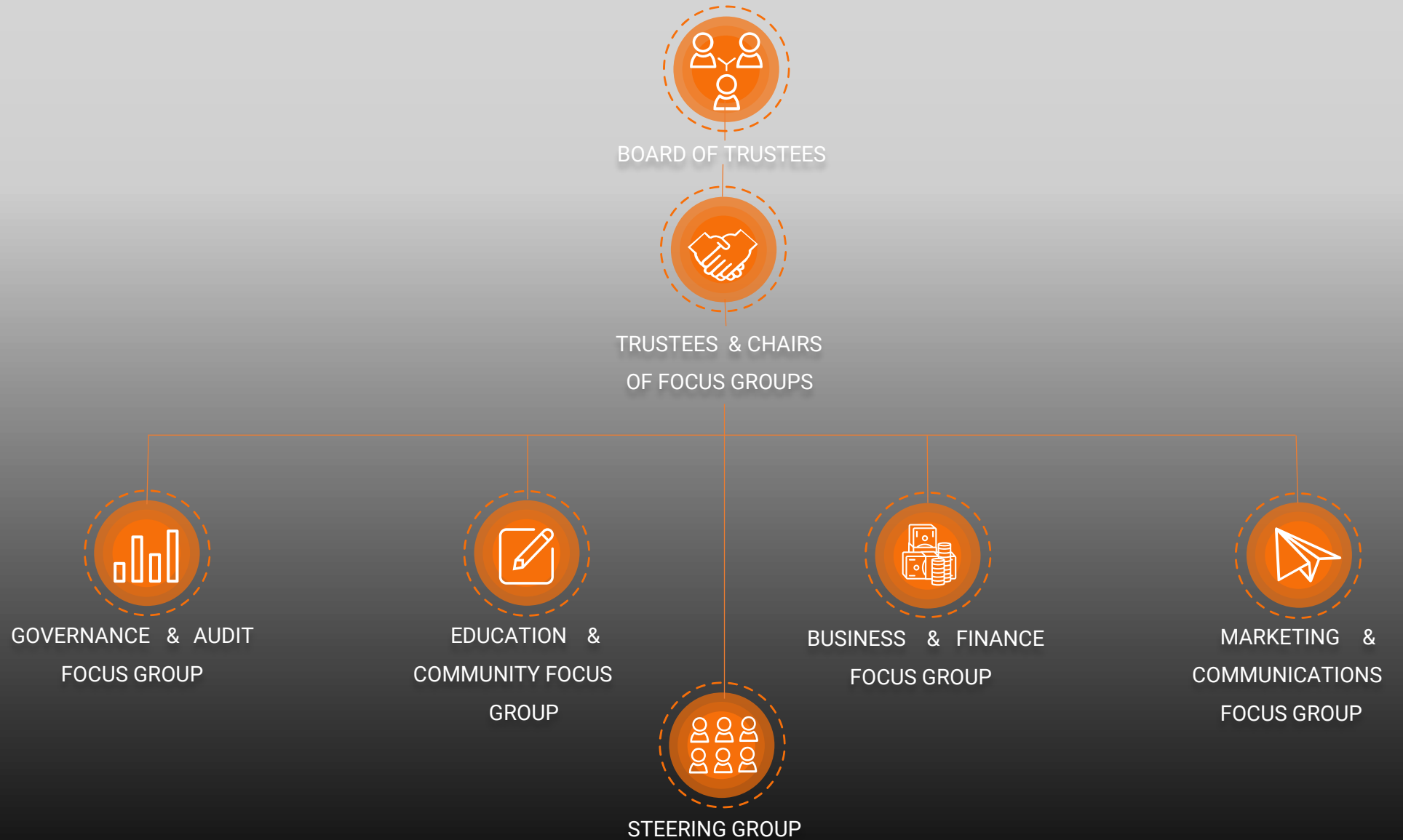
- To promote informal and formal education on the issues of equality, diversity and inclusion.
- To champion and celebrate young leaders and make a difference in their personal and professional lives.
- To develop a post-Covid-19 legacy that restores, re-establishes and rebuilds existing networks and partnerships to promote community cohesion in civil society.
- To campaign for intergenerational relationships of global citizenship, rights and responsibilities.
- To establish research projects into social, cultural and economic conditions that affect disadvantaged young people, using the Macpherson report as a benchmark.
- To build strong and lasting public, private, third and community sector relationships.
- To identify an annual theme for the Stephen Lawrence Day Foundation.
- To develop, promote and foster the future of the built environment and sustainable well-being in communities.



# THE FOUNDATION



# ORGANISATION STRUCTURE





# STEPHEN LAWRENCE DAY 2021

We will engage primary, secondary and further/higher education nationally through a Stephen Lawrence Day interactive digital learning experience.



# ENGAGEMENT THEMES

Stephen Lawrence Day is currently in its third year. In the light of Covid-19 and Black Lives Matter, our three engagement themes are:

## CLASSROOM

We will re-engage with the existing education programme in Primary, Secondary and Higher Education institutions nationally with accredited content on diversity and inclusiveness based on Stephen's legacy.

## COMMUNITY

We value the positive influence flourishing communities can have and the difference they make. We aim to support community groups, youth sports and social clubs by recruiting and deploying 1,000 social coaches to provide mentoring, thereby equipping young people with key life skills for success.

## CAREERS

We seek to create 200-300 bursaries, degree apprenticeships or internships.

# ENGAGEMENT AIMS

## CLASSROOM

We will deliver a digital education framework that education professionals can adapt to their students' diverse learning abilities.

## PRIMARY/SECONDARY

We'll develop an interactive learning experience which will engage every primary and secondary school in the country.

## FURTHER/HIGHER EDUCATION

Taking the materials into community leadership and activism through debating, webinars and an interactive digital wall displaying posters, poems and stories from students across the UK.

## PRIMARY/SECONDARY

- Virtual assemblies
- Essays
- Posters
- Poetry competition
- Stories

## FURTHER/HIGHER EDUCATION

- Interactive workshops and webinars
- Interactive display boards
- Community activism and projects.

# ENGAGEMENT IMPACT

## COMMUNITY

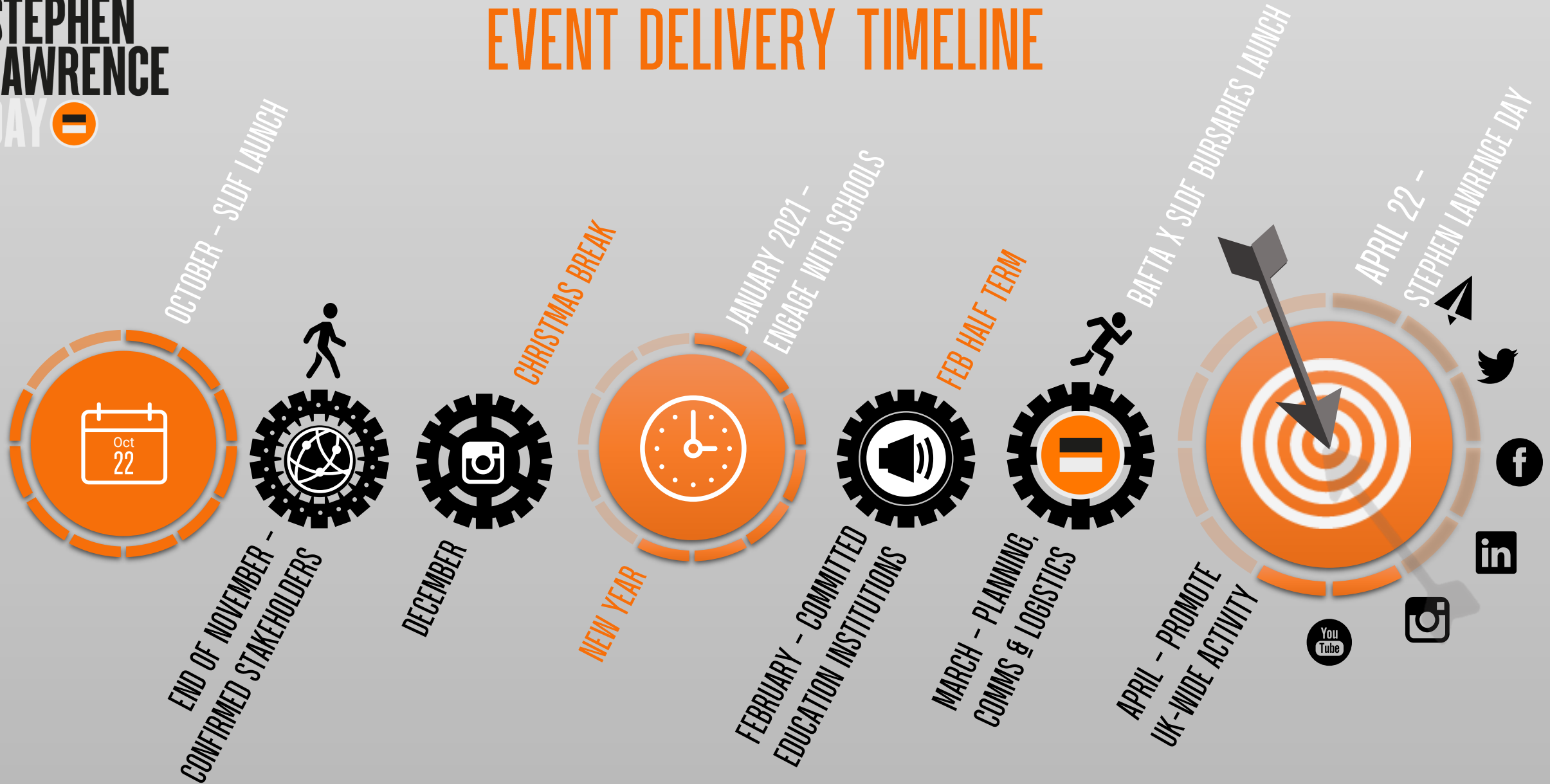
We will build community relationships with organisations such as the Prince's Trust, Youth Charter, Volunteer Police Cadets, and Communities Commission, to ensure that we are reaching and supporting communities and small community groups who are often a lifeline for vulnerable people, offering valuable services and support to their local community. There are thousands of young people in the public, third and community sector already working with young people into which we can tap and give recognition to, in order to enable us to achieve our year-round approach.

## CAREERS

We will offer businesses the opportunity to contribute to and improve diversity in their own organisations by working with us.

The Global Stephen Lawrence Scholarship scheme is a multi-sector scholarship programme that will give young people access to professions such as law, banking, accountancy, the film industry and more. We'll provide thousands of students with the opportunity to access careers that ignite their passion and might otherwise have been unobtainable.

# EVENT DELIVERY TIMELINE





# THE ASK



# BUDGET

We envisage the cost of this activity will be approximately £386,000.

## COST BREAKDOWN

<b>MEDIA AGENCY SUPPORT*</b>	<b>35K</b>
<b>WEBSITE INFRASTRUCTURE AND DESIGN</b>	<b>72K</b>
<b>PROJECT MANAGER</b>	<b>50K</b>
<b>PROGRAMME DIRECTOR / DEVELOPER</b>	<b>45K</b>
<b>FUND RAISER</b>	<b>36K</b>
<b>ADMINISTRATION AND EVENTS SUPPORT</b>	<b>25K</b>
<b>IT TECHNICAL SUPPORT*</b>	<b>20K</b>
<b>DIGITAL EDUCATION PACK</b>	<b>40K</b>
<b>IT EQUIPMENT</b>	<b>15K</b>
<b>GOVERNANCE</b>	<b>3K</b>
<b>STRATEGIC DEVELOPMENT AND BUSINESS PLANNING</b>	<b>5K</b>
<b>CONTINGENCY (15%)</b>	<b>40K</b>
<b>TOTAL</b>	<b>386K</b>

\*indicates potential for pro bono support

**NB** This is an indicative budget with detailed costing provided upon establishing pro bono support.



# PARTNERSHIPS



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We welcome all discussions with organisations that may wish to work with us. Partnerships with the Stephen Lawrence Day Foundation could take a number of forms:

## SPONSORSHIP

Dependent on financial agreements and amounts donated, sponsors will be able to access several branding options, including headline branding for the day, branding added to the educational materials and/or branding included in the webinars which will become live on Stephen Lawrence Day (22<sup>nd</sup> April).

## STRATEGIC PARTNERS

Strategic partners become part of our year-round approach to foster opportunities for marginalised young people in the UK and can have longer term involvement in the work under the 3 Cs, Classrooms, Communities and Careers.

## NON-FINANCIAL SUPPORT

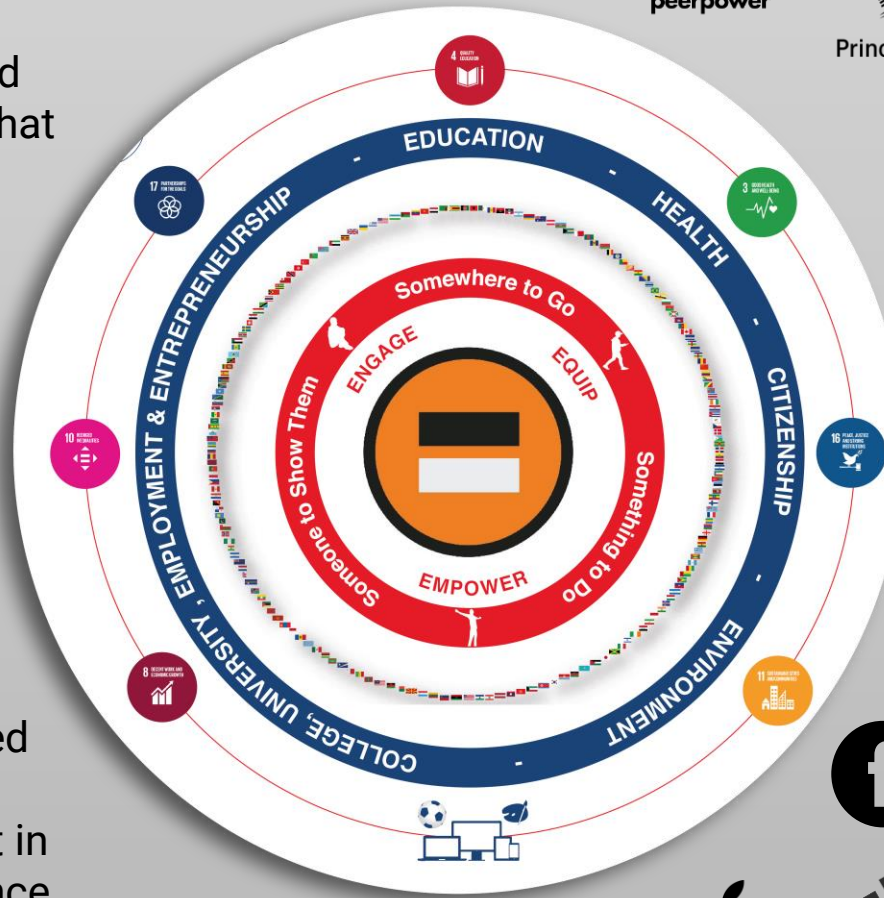
Partner organisations can provide non-financial support to tackling racism and discrimination in society with us, by donating pro bono support or providing seconded expertise.

## SUSTAINABLE MEASUREMENT & IMPACT

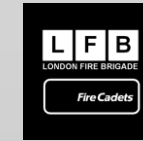
The social, cultural and economic impact of the 2021 Stephen Lawrence Day will be measured by an interactive event portal that will provide outputs and outcomes that reflect the successful multi-agency engagement of the Day.

These measurements and outcomes will reflect our successful engagement of Classroom, Community and Careers.

The Foundation has established a partnership network of organisations which will assist in the delivery of Stephen Lawrence Day 2021.



## SUPPORTERS





GET INVOLVED



# WHY GET INVOLVED?

The Stephen Lawrence Day Foundation will:

**IMPROVE** educational learning on equality, diversity and inclusion.

**EMPOWER** young leaders making a difference in their own lives and in their communities.

**STRENGTHEN** and **RESTORE** community cohesion in civil society.

**ENHANCE** intergenerational relationships of global citizenship, rights and responsibilities.

**BENCHMARK** social, cultural and economic value and impact against the Macpherson report.

**PROMOTE** and **SUSTAIN** multi-agency collaboration and partnerships.

# HOW CAN YOU BE INVOLVED?

We are looking to attract private, public and philanthropic sponsorship, investment and donations to deliver the projects and programmes that support the Foundation's annual cycle of work.

Therefore we are seeking to secure:

- **Marketing and communications** - campaigning
- **Human Resources** - skills and expertise
- **Special projects** - collaboration and partnership
- **CPD programmes** - leadership and teambuilding
- **CSR** - impact benefits to staff, brand and communities



A LEGACY OF CHANGE



*Stephen Lawrence*

THANK YOU

**STEPHENLAWRENCEDAY.ORG**