

# #ShareOneWorld



## Society must be more inclusive!

#ShareOneWorld is a national campaign targeting the 10-25 age group. Our goal is to promote a greater awareness of inclusion across communities. We aim to build up a movement of 'pledge makers' (or 'champions for inclusion?'), young people who take a lead in helping make their own community more inclusive.



## Calling potential partners!

Can you help us maximise the social impact of #ShareOneWorld?

We are looking for forward-thinking organisations who are passionate about social inclusion to join us on our mission!

As a grassroots, youth-led campaign, we have a shoestring budget. Whilst sponsorship would be about much more than just a financial contribution, your support would allow us to achieve great things.

### Your brand at its best

By supporting us, you'll have a fantastic opportunity to build awareness of your own brand across the UK with young people, schools, and the wider public.

Sponsorship will help cover the cost of:

- Awards supporting the best projects. These will be **grants of up to £500 each**, totalling £2650.
- Our glitzy end of year **#SOW Awards Ceremony**.

### What would sponsorship look like?

- Sponsoring competition prizes and/or our prize giving ceremony
- Pride of place on resources sent out to 10,000+ schools, and on all our social media communications.
- Inclusion on all media coverage of the campaign.
- A long-term, sustainable partnership with an award winning organisation.

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## Who we are

KEEN UK is a charity focused on creating, supporting, and promoting inclusion. We are based in Oxford (where our original branch has operated since 1985), and support local community-led branches which respond to the need in their local community. Each branch of KEEN is friendly, vibrant, and diverse.

We act in line with the social model of disability, although we work with people who don't identify as disabled too.



## What we do

1. We run our own programme of regular, inclusive sessions and projects each year. In 2018-19, we ran 258 individual sessions, with over 230 participants taking part.
2. We support local organisations to make their own provision more inclusive. This includes a successful Sports Partner programme, working with local sports teams across Oxford.
3. We celebrate and promote inclusion more generally, through grassroots campaigning and movements for inclusion.



This campaign will encourage participation in SOW inclusion-focused projects via three different processes:

- **Lessons:** These will be tailored to the age range, but will include articles to read and discuss as a class, alongside worksheets and interactive activities.
- **Assemblies:** We will provide schools with a video and slides which can be presented as a whole school assembly.
- **Awards:** At the end of the year, we will be giving awards supporting the best pledges.