



**MIGRANT LEADERS**

*connections · capabilities · courage*

# Corporate Ambassador Scheme



## Our story

Migrant Leaders is a charity that develops talented young first- and second-generation migrants and young people from other deprived backgrounds so that they can fulfil their career aspirations and personal ambitions. It was set up following the findings of the Parker Review which produced “A Report into the Ethnic Diversity of UK Boards” (2017). The valuable findings of this report led Elham Fardad to set up Migrant Leaders as a way of addressing the underrepresentation found by the Parker Review. She also sees Migrant Leaders as a way of giving back to this country which has given her so many opportunities to succeed, since she arrived in the UK as a young migrant more than 30 years ago.

Through its innovative development programme Migrant Leaders aims to support young people with mentoring, conferences and on-line learning to build many of the characteristics, skills, insights and connections needed that will help them succeed in areas where they have potential and ambitions to succeed but not necessarily the know-how or networks.

Since setting up Migrant Leaders, Elham has worked to establish

a group of experienced Mentors who are senior executives in over a hundred leading firms who are matched with young people selected for the development programme. We now want to expand the pool of valuable Mentors in the development programme within London and across regions in Britain. The Migrant Leaders Corporate Ambassador Scheme is designed to achieve this and more by recruiting volunteers who represent and advocate Migrant Leaders.

*“Imagine the magic that would happen when young people from underrepresented backgrounds get leading practice development early on and they feel supported by us. They enter the corporates with that positive mindset, capability and hunger for achievement. I’d like to thank each and every one of you as you have all been by my side on this journey. This journey that turned Migrant Leaders from a concept and sentiment into reality.”*

Elham Fardad  
Migrant Leaders Mentors Conference  
September 2018

*“As a patron of Migrant Leaders, it gives me enormous pleasure to provide a message of support of the work that our charity carries out to develop and help young migrants fulfil their potential.*

*The valuable Parker Report highlighted that citizens of colour represent only 2% of FTSE100 Boardrooms compared to 14% of UK population. Migrant Leaders carried out further research and looking at the same population this number goes down to only 1.3% who migrated to Britain and almost all were privately educated. Migrant Leaders sets out to change this.*

*The value of this diversity to the growth of the British economy and the benefit to everyone in British society is immense. I wholeheartedly believe in the Migrant Leaders mission and the intelligence and resilience it has taken to bring it to where it is today.”*



Dr Yvonne Thompson CBE  
The Parker Review Steering  
Committee Member

# Who can be a Migrant Leaders Corporate Ambassador?

We are looking for 'Corporate Ambassadors' from your organisation, who share in our vision and purpose of helping young migrant talent.

## Are you:

- A Director, SVP or C-Suit Executive?
- Passionate about social mobility and our mission at Migrant Leaders?
- Willing to share your expertise and network of connections to help aspiring talent?
- Able to raise the profile of Migrant Leaders at your organisation?
- Able and willing to recommend eligible peers and senior leaders at your organisation?



Migrant Leaders Patron Rene Carayol | MBE

# Why should you become a Migrant Leaders Corporate Ambassador?

Migrant Leaders is built with purpose, to support first- and second-generation migrant talent and initiate corporate change to develop minorities. To make a greater impact Migrant Leaders needs committed people who are passionate about the work we do.

As Migrant Leaders grows it is essential to have an expanding and strong network of Mentors and corporate partnerships to continue developing young talent.

## We offer:

- The chance to contribute towards a growing charity and movement in the UK.
- The opportunity to make an impact in your organisation as a leader actively supporting talent and diversity, strengthening your corporate culture, brand image and appeal to talent.
- Opportunities to build your own capability through building corporate partnerships, mentoring and supporting young people to develop and succeed.
- Networking opportunities at our Migrant Leaders conferences and with our growing network of senior business leaders and Migrant Leaders Mentors.



# What Does a Migrant Leaders Corporate Ambassador Do?

Our Corporate Ambassadors will use their networks and relationships within their organisations and communities across the UK to:

- Spread an awareness of Migrant Leaders within their organisations at senior levels in order to recruit Mentors and explore opportunities for corporate partnerships.
- Reach out to potential senior Mentors within their organisations, outlining the aims of Migrant Leaders and introducing them to the mentoring programme.
- Connect Migrant Leaders charity to senior leadership in their organisations and facilitate opportunities to co-develop and host Mentees conferences and explore opportunities for sponsorship and corporate partnerships.



How to recruit volunteer Mentors:

1

Engage with potential Mentors, briefing them about the charity's work and gauge their willingness to be Mentors.

3

Confirm their agreement to be a Migrant Leaders Mentor by sending an introductory email to [mentors@migrantleaders.org.uk](mailto:mentors@migrantleaders.org.uk)

2

Provide information and answer any questions the potential Mentor has about the role of a Mentor, the time commitments and other questions we will brief you on as part of your onboarding.

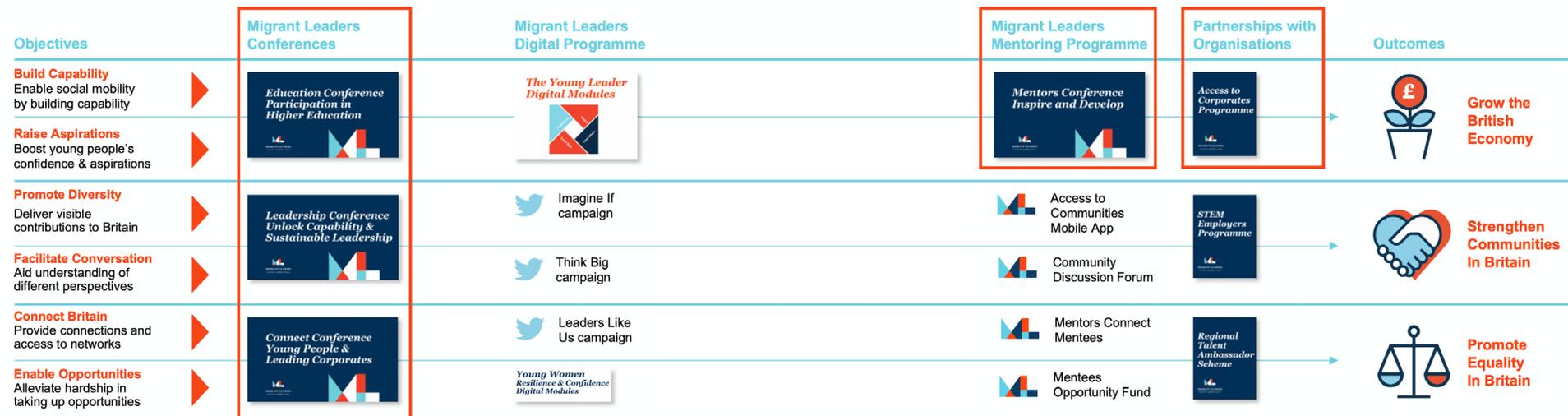
4

Ambassadors will be asked to provide feedback in our annual review and to confirm if they wish to continue in their role representing Migrant Leaders.



## How corporate partnering opportunities work:

### Example Corporate Partner: Anglo American



### Our Corporate Sponsor



We have co-delivered impactful conferences, experiences and insights to our Mentees:

How do you feel about being here today and seeing a big company such as Anglo American?



**Diego Henriques**  
General Manager  
Anglo American



**Liz Douglas**  
Inclusion & Diversity  
Anglo American

### Value Proposition

	2018	2019	2020
Number of Mentees	95	300	500
Conference Delegates	365	450	820
Number of Digital Students	-	5,000	30,000

#### Build Deep Relationships with Our Programme Mentees

Through our Mentoring Programme we can design and deliver a conference at your company offices for our talented Mentees to meet your executives and hear about your operations and build strong relationships with you. In addition our Access to Corporates Programme provides you the opportunity to select our Mentees for a 1 week impactful work experience scheme at your company.

#### Raise Awareness of Your Brand Among Our Programme Mentees and Our Mentors Across the FTSE100 and Leading Firms

Through sponsorship of Mentee and Mentor related conferences and recognition of your contribution on our materials and website. We are also able to offer a range of options to raise your company profile at our Mentees conferences by inviting your speakers, co-delivering of workshops and other bespoke options preferred by you.

#### Share the Learning Experience with Our Wider Digital Students

Through sponsorship of our Digital Programme and recognition of your contribution on our materials and website. We are also able to incorporate podcast interviews with your executives into our digital programme modules.

Anglo American video: [www.youtube.com/watch?v=tuCODjUxLT0](https://www.youtube.com/watch?v=tuCODjUxLT0)

# *How Do I Become a Migrant Leaders Corporate Ambassador?*

If you are as passionate as we are about developing young people from deprived backgrounds and you believe you can help us identify and recruit potential Mentors please contact us by:

- Emailing [efardad@migrantleaders.org.uk](mailto:efardad@migrantleaders.org.uk) with 'Corporate Ambassador Scheme' in the subject line.
- Explain why you would like to take on the role of a Migrant Leaders Corporate Ambassador and your intended approach to introducing the Migrant Leaders Mentoring Programme to your organisation and network.



# Frequently Asked Questions

## What am I committing to as a Corporate Ambassador?

As a Migrant Leaders Corporate Ambassador, we would encourage you to commit to your role for at least 12 months in order to provide reasonable continuity between our two organisations.

## What do Corporate Ambassadors gain from the scheme?

The opportunity to make a valued contribution to the charity and demonstrate your commitment to supporting diverse talent within the corporate environment.

The opportunity to reach out and build new connections within our organisation across disciplines and specialities.

## How much time do I need to dedicate to being a Migrant Leaders Corporate Ambassador?

The typical time devoted to your role as Corporate Ambassador will be a total of 3 hours per month. 1 hour for an Ambassador's monthly catch up to discuss progress and challenges within your organisation. The remaining 1-2 hours to set up introductions and attend meetings to discuss Migrant Leaders with potential Mentors. You will also be invited to our annual Mentors Conference and other optional conferences.

## What support would a Migrant Leaders Corporate Ambassador get?

You will be well supported by the Migrant Leaders Executive Team and bespoke resources. Each Ambassador will have access to a suite of resources and guidance such as the Migrant Leaders Mentoring Guide and Code of Conduct and our policies such as safeguarding, confidentiality, and many other essential measures we have put in place. We have a robust governance structure including an Advisory Board, valued Patrons and our Young Leaders Panel which have been established in order to make young people the heart of our charity.

For more difficult queries the Ambassadors will be supported by our Head of Operations on: [mentors@migrantleaders.org.uk](mailto:mentors@migrantleaders.org.uk) who will be able to provide targeted advice and support.

Ambassadors will also benefit from a quarterly newsletter by email which includes our latest detailed report. Our impact will be more widely communicated through our annual impact report. Ambassadors will be invited to our annual Mentors Conference to share best practice, provide feedback and discuss the growing needs of your organisations.

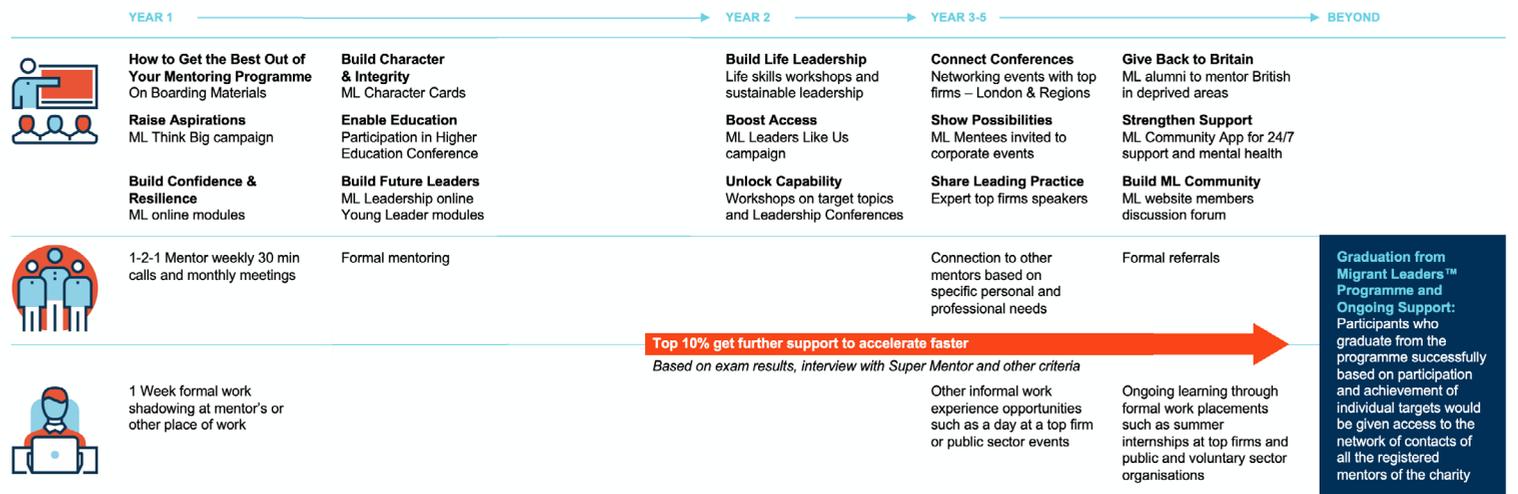
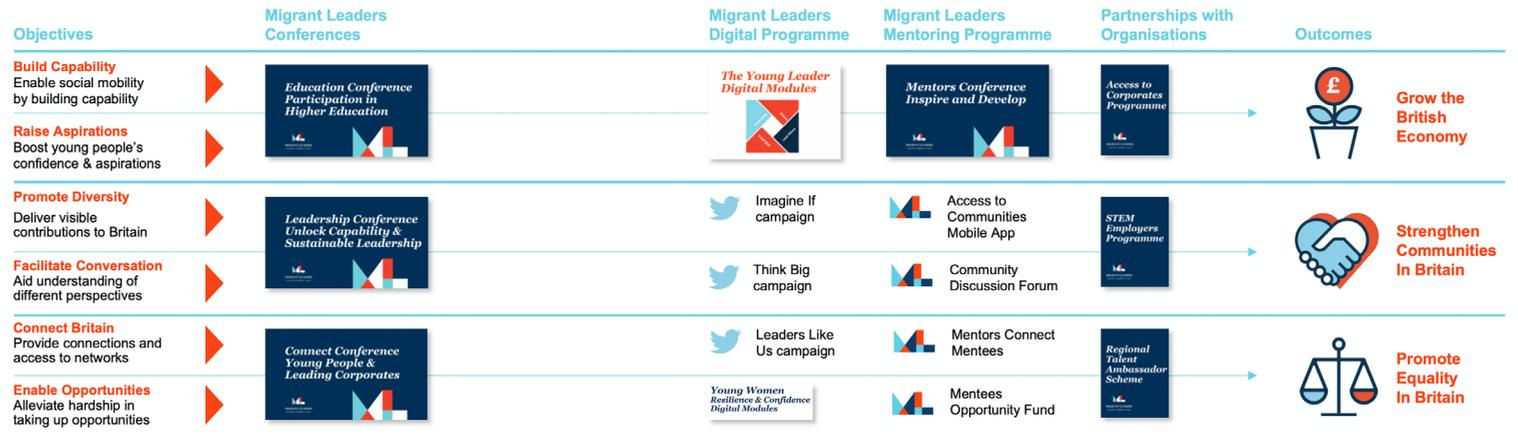
## Can I leave my role as a Corporate Ambassador at any time?

You are able to leave your role at any time, though ideally, we would ask for a commitment of at least 12 months for continuity and for you to grow into your role. We monitor the performance of our Corporate Ambassadors continuously to ensure both parties are gaining the outcomes they would like from the relationship. As such we welcome your thoughts and will provide regular feedback as needed and would inform you if we feel that your role has come to a natural end.

## Beyond the mentoring what is the Migrant Leaders Development Programme?

Our programme was designed for young people from under-represented backgrounds who are between the age of 16 and 25 years. The programme includes mentoring, conferences and workshops, and digital learning modules:

Our programme aims to 'Give Back to Britain' by sharing our programme with all young people from under-represented and deprived backgrounds. We deliver this development programme at no cost to young people or educational institutions:



# *Find out more about Migrant Leaders*

You'll find more information about Migrant Leaders and our development programme at [www.migrantleaders.org.uk](http://www.migrantleaders.org.uk)

- @ corporates@migrantleaders.org.uk
- linkedin.com/company/migrant-leaders
- twitter.com/MigrantLeaders
- facebook.com/MigrantLeadersUK
- instagram.com/migrantleaders\_



**FARDAD**  
FOUNDATION

The Fardad Foundation (TFF) is a UK registered charity that works directly with young people from deprived neighbourhoods, educational institutions and employers to provide bespoke support pathways towards the fulfilment of their true potential. TFF develops and delivers programmes, working with third parties and volunteers. Incorporated independently, TFF is governed by a diverse Trustees Board.

The Fardad Foundation (TFF) is registered as a charity with the Charity Commission in England and Wales with registered charity number 1176049.