



Empowering Inclusive Communities



British American Business



U.S. Embassy London



The Campaign



Transatlantic business and government supporting ingenuity and innovation to make our communities stronger, safer and more resilient.

BritishAmerican Business (BAB) advocates for corporate citizenship and is partnering with the **U.S. Embassy** and the **UK Home Office** to create an exhibition and networking reception to showcase how business, government and communities are working together to create understanding and opportunities in a diverse world.

We have highlighted innovative community projects and social enterprises that have benefited from Embassy, Home Office and BAB support. Transatlantic business executives are invited to meet these teams and learn about new ESG and CSR initiatives transforming today's communities while creating solutions for a more cohesive society.





Anne Frank.

The Anne Frank Trust UK

De together again. Only the children, the children count."

Anne Frank dies of typhus in Bergen-Belsen a few days after liberation.

Hermann van Pelt is gassed shortly after his arrival in Auschwitz in October or November 1944.

Auguste van Pelt dies in April or May 1945 on the way to Theresienstadt concentration camp.

Peter van Pelt dies on 3 May 1945 in Mauthausen concentration camp.

Otto Frank writes this in near-despair to his mother in Biele after the liberation. Otto has survived Auschwitz by sheer chance. He is one of the few who are found alive by the Russian soldiers. Once he has regained a little strength he begins the journey back to Amsterdam. The journey takes four months, because war is still raging in most parts of Europe, and during this time he hears that his wife Edith is dead. However, he knows nothing of his children's fate, and he clings to the hope that they are still alive.

This includes the Free To Be anti-bullying programme, and My Story, which encourages young people to use their own experiences to challenge prejudice and discrimination. They also run peer education and Young Ambassador initiatives which allow young people to take the lead in discussing these important issues with their peers and wider society.

The Anne Frank Trust knows how vital it is that young people understand the dangers of prejudice and discrimination and have the tools and willingness to defend against it. It is this ability to understand and challenge that will shape how young people live and interact with others, leading to a safer and more inclusive society. Rising community tensions and increasing hate crimes, especially as a result of current events such as COVID-19, show the urgent need for the Trust's work. As Megan, Anne Frank Ambassador says; ***"I think Anne's message is still relevant today because sometimes people forget that what Anne experienced goes on in today's society, and it's something that we need to challenge and try to stop."***

The work of the Anne Frank Trust has a real impact on the lives of young people. In their report Changing Attitudes of Young People Towards Other Social Groups, 2019 the University of Kent surveyed young people who had taken part in an Anne Frank Trust programme. Of those surveyed, 97.2% became more positive towards at least one group of people different to themselves and 67% maintained these changes in attitude three years later. In 2019, the Trust had its biggest reach so far, delivering workshops to almost 24,000 young people across 216 schools. Even with the difficulties of lockdown, the Trust has continued to make significant impact with online webinars and digital resources reaching thousands of young people. When permitted, the Anne Frank Trust was also able to work in 169 schools and 13,787 young people during 2020, changing attitudes and creating change across the country.

The Anne Frank Trust take forward their namesake's message of hope alongside the lessons that her experience can teach, in order to empower and inspire the young people that they work with. They continue to deliver their programmes and create a network of brilliant ambassadors for change who stand up and speak out against hate.

"I think that Anne Frank's story has inspired me not to judge people. Maybe by the way they talk or what they look like, and to try and help everyone no matter where they're from or what my opinions are of them". – Zimali, Anne Frank Ambassador.



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The Anne Frank Trust

The Anne Frank Trust believes that everyone should live in a society free from prejudice and discrimination. Using Anne Frank's inspirational life and diary, they empower young people with the knowledge, skills and confidence to make this belief a reality.

By working in partnership with schools, the Trust are able to deliver a wide range of educational programmes which enable young people to challenge and resist all forms of prejudice and discrimination.



An inspirational arts and cultural event with a national profile, and international outlook, deeply rooted in Bradford's diverse communities.

Established in 2014 BLF is underpinned by a fundamental love of literature, and a belief in the power of literacy and cultural engagement, to promote community cohesion and resilience and break even the most tenacious intergenerational cycles of socioeconomic deprivation and civic disengagement. An improvement in literacy and cultural education – particularly within the most diverse and disadvantaged communities - is also the first vital step towards socioeconomic and cultural regeneration.

In just 6 years, the festival has grown from a single weekend of 25 public-facing events, to a rich programme of over 450 events held across 10 days in June and July each year. The festival offers over 70,000 local, national and a growing number of international visitors the opportunity to attend one of the most eclectic, energetic and exhilarating festival programmes delivered anywhere in Britain today.



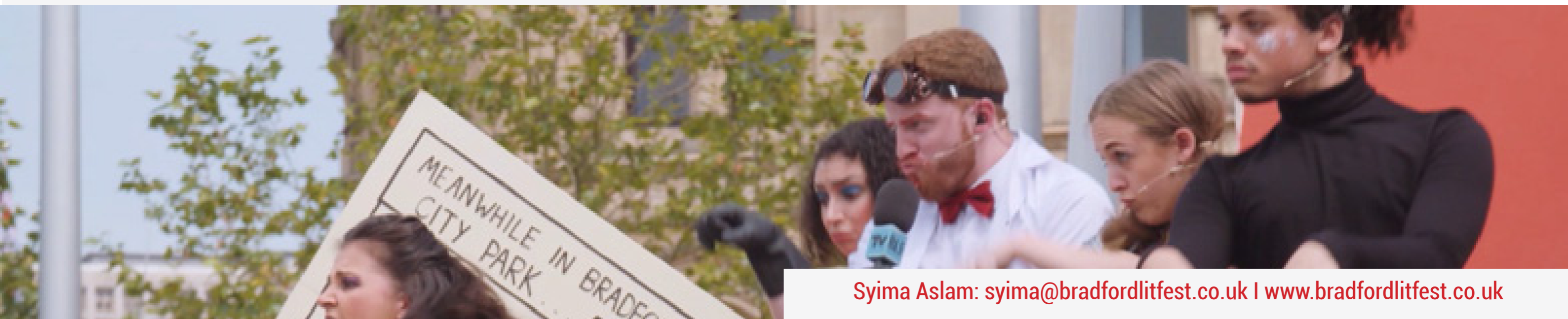
Leading cultural lights have called BLF 'the UK's most inspirational festival', and 'one of the most important avenues for talent development in Britain today'.

The 10 days of public programming sit alongside a 6 day Schools Programme, as well as year-round Schools and Community Engagement projects which build trust with and between communities. The projects use engagement with arts and cultural content as a source of inspiration, and to develop aspiration, in some of the most disadvantaged communities to be found anywhere in the country. BLF takes social inclusion seriously and operates an Ethical Pricing Policy offering free or significantly discounted tickets to anyone who is on benefits, lives in social housing, is a refugee or asylum seeker, as well as anyone caring for a disabled audience member.

BLF offers not only the most diverse and provocative programming in the country, but also a unique space for impactful conversations between communities, on topics of local and international relevance – from hydro-politics to the politics of the hijab; from the next US elections to the current crisis in Kashmir; touching on cross-community concerns - such as the climate crisis, loneliness, mental health, and child poverty – in-between.

Investment in BLF supports the revitalisation of the local economic and cultural life of the city – and helps to lay the foundations of new ways of working in communities, that could change lives not only in one city, but across the country, and not for one generation, but for generations to come.

“The most inclusive arts event I have ever attended”



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FOUNDATION

Building Bridges

Building Bridges is Chelsea FC's campaign to promote equality, celebrate diversity and make everyone feel valued throughout our club, stadium and wider community.

Through Building Bridges we work with everyone from children and young people in schools to community groups, antidiscrimination organisations and our men's, women's and Academy teams, to create a club where everyone feels welcome.

That includes our work with the Chelsea Disabled Supporters' Association, a range of charities and football authorities including Kick It Out, and our LGBT fans' group, Chelsea Pride, which was established in 2016 to increase visibility and give LGBT people a representative voice at the club.

In January 2018 Chelsea announced a new campaign to raise awareness of and educate our players, staff, fans and the wider community about antisemitism in football. The Say No To Antisemitism initiative is supported by the club's owner Roman Abramovich.

Through the campaign we are working with partner organisations at home and abroad including the World Jewish Congress, Anti-Defamation League, Holocaust Educational Trust, Community Security Trust, Anne Frank House and Maccabi GB among others.

Through working with our partners Chelsea are taking a lead on raising awareness of antisemitism and its impact on the Jewish community and society as a whole.

The club has also launched an education programme for supporters banned for antisemitic behaviour, as well as helping them to understand the impact of their actions, with participation in the course potentially leading to a reduction in the length of their ban.

Additional activities have also seen an educational visit for fans and staff to the Auschwitz concentration camp and Holocaust survivors meeting players and fans. The club have also created a series of educational videos and materials.

The men's squad also travelled to Boston last season to take part in the Final Whistle on Hate match against the New England Revolution, the game raised \$4m for equality charities and campaigning organisations. The women's team also visited Israel as part of their pre-season training to promote the women's game in the country.



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Community on Solid Ground



ENGAGE • EMPOWER • ENABLE

We tackle the demanding challenges that the area presents with positivity. We bring people from this diverse multi-cultural area together to resolve issues and to contribute to a community to be thankful for.

Community on Solid Ground (COSG) is a registered charity that has been running successful programmes for 12 years in South Manchester. Each week more than 400 people benefit from the activities of this well-loved local organisation. We have a unique relationship with the community and use sports, informal education, training, mentoring, and social activities, to empower people. Our programmes are purpose designed to focus on young people, to build a stronger, safer and coherent community. Young people joining in the projects experience an increase in personal confidence, motivation, skills and employability; all generations, families and neighbourhoods are healthily, happier and full of hope.

We get great results by using informal education opportunities to increase knowledge and awareness of crime and anti-social behaviour, the effects they have and the risks involved, so that young people can make informed decisions about their lifestyles enabling them to be more resilient, to achieve their full potential and positively contribute to the community as mature and responsible individuals, for the benefit of the whole community.

Our building-based youth projects offer sports and arts activities and events, but these are not remote and unconnected; young people welcome inspiring figures from the local area, enter competitions and attend events that bring them into contact with people from various backgrounds. Activities are inclusive and broad offering, for example, doorstep sport e.g. tennis, badminton, athletics, dodgeball (junior world 2016 champions!), and football, including a league level team. There are also girl-specific events, music opportunities, issue-based group-work (e.g. physical and mental wellbeing), games, individual support and guidance. The charity has a particular expertise in providing opportunities for young people by using sports activities for learning, fitness, and leisure/social and as a diversion.

Great relationships with famous local football clubs result in frequent appearances in the local press. **Young people are part of the design and delivery of the programmes of change, working as volunteers and on advisory bodies.** The work of Community on Solid Ground reflects the needs and desires of its local young people, and consultation and evaluation exercises also reel in the views of neighbours, residents, authorities and others. The local police, for example, are in touch with what is going on with Community on Solid Ground and provide positive input in places where young people could easily have developed antisocial attitudes.

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Junior Achievement Partnership

Hospitality is a special place. It's an industry where difference is sought after and celebrated; whether that's cultures, experiences, people or places – and we want to open doors for everyone by creating opportunities to build hospitality skills and education that can change lives for the better.

Through our IHG Academy programme we offer early careers opportunities in our offices and hotels all around the world. We understand that for some there may be additional barriers to employment so we work with NGOs on the ground who are supporting people into employment and provide hospitality skills training and experiences as part of their efforts.

In September 2019 we formed a partnership with JA (Junior Achievement) Worldwide. This partnership allows us to support young people entering the hospitality industry through a series of practical activities. Together, our 'First Look' utilised a curriculum developed by IHG to run a hotel takeover and work experience sessions for high school students around the world. These events aimed to inspire young people about the career paths available to them in hospitality, as well as build confidence and employability skills.

Building on the First Look experience, we then launched a series of 'Innovation Camps' where students come together to innovate and solve for a sustainability-based problem core to the hospitality industry. In teams, the students have been challenged to think creatively to come up with sustainable solutions to real world problems that can be implemented in hotels around the globe.

Through our NGO partnerships and our IHG Academy programme, we're proud to support and inspire people from all walks of life as they build their employability for their future.

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IHG[®] At IHG, our commitment to help and care for people comes naturally to a business which

stands for providing True Hospitality for everyone. With 5,900 hotels in over 100 countries, we are proud to be at the heart of local communities and recognise the opportunity we have to make a real difference to others.



Migrateful runs cookery classes led by refugees, asylum seekers and migrants struggling to integrate and access employment.

The cookery classes provide ideal conditions not just for learning English and building confidence, but also for promoting contact and cultural exchange with the wider community.

The Migrateful idea was born following discussions with a group of refugee women at a Time Bank project in Tower Hamlets. The women in the group were all very qualified, yet were unemployed because of language barriers and their qualifications were not recognised in the UK. When asked about the skills they could share with the group, many of them said they could cook. This gave Jess the idea to launch Migrateful in July 2017; with the aim to get these women into employment by supporting them to share their incredible cooking skills with the world.

Due to legal, linguistic and social barriers, finding work can be extremely difficult for many migrants. Being unable to provide for themselves and their families has significant negative effects on self-esteem and mental health.

Migrateful's mission is to empower and celebrate refugees and vulnerable migrants.

We support migrants in a number of ways relating to wellbeing, employability and integration. We provide our chefs with wider social networks, improved English language and communication skills, a source of income, and opportunities to celebrate and share their culture.



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Odd Arts deliver issue-based creative programmes with vulnerable and excluded groups.

We work within: Criminal Justice; Education; Community; Mental Health

All of our theatre programmes are underpinned by non-violent communication, restorative approaches and are trauma informed.

Aims

- Reduce-risk of (re) offending
- Build more cohesive and safer communities
- Improve mental well-being including increased confidence and self-worth
- Improve work-based skills through accreditation, communication-skills and therapeutic learning
- Increase access and engagement to arts and culture for disadvantaged groups

Values

- Empowerment and enrichment for all
- Passion for arts and social justice
- Freedom to explore new ideas and create
- Equality of expression for all staff and stakeholders
- Learning from and within everything we do
- A restorative and strengths-based approach

Outputs

- Issue-based drama and creative social-action projects (film, creative writing, theatre, visual arts) - responding to the needs of the people we are working with
- Therapeutic theatre programmes (usually in prisons and other secure institutions)
- Interactive, issue-based theatre performances (including radicalisation, exploitation, domestic abuse, self-harm, sexual assault)

Key Focus Areas

- Mental Health
- Violence Reduction
- Community Cohesion

Our programmes are delivered in schools, communities, hospitals and prisons, in the health, education and predominantly criminal justice sector.

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The Patchwork Foundation promotes, encourages and supports the active participation of young people from disadvantaged and minority communities in British democracy.

The Foundation delivers its mission through four key outputs:

1. Impactful skills development and education programmes

Our flagship programme is our Masterclass programme, which offers a cadre of selected candidates a ten-month syllabus that develops their personal and professional skills, increases their political skills and provides a unique opportunity to learn from and interact with leading practitioners from British politics and public life.

2. Rare and insightful opportunities to experience democracy and civil society

Our #GetInvolved programme gives young people the chance to take part in the campaigns that are shaping the future of the country, by providing both the opportunities and the skills training to do so from the grassroots to pinnacle of British politics. The programme enables participants not only to understand grassroots politics it also provides a safe environment for individuals to explore their own political views and future plans. A selected group are also taken to Party Conferences to develop a better understanding of the working of political parties.

3. Inspirational engagement events and campaigns.

We organise powerful events with leading speakers from the world of politics and civil society that have been attended by more than 30,000 young people since 2011. Patchwork events provide opportunities for communities, traditionally those who hold little access to decision makers, to convey their key ideas and concerns, and enable them to engage with politicians publicly in discussing these ideas. Through open dialogue and conversation, we help promote positive messages of working together for the benefit of the whole of society.

4. Powerful recognition programmes and events

Our Annual MP of the Year Awards celebrate the work of MPs from across the country who actively work with underrepresented and disadvantaged communities across the UK. The awards provide a motivation for MPs to work with diverse communities and highlights best practice.

The Patchwork Foundation believes in promoting and highlighting best practice. Each year MPs across the country work closely with diverse communities, with many MPs delivering excellent representation and coverage to otherwise underrepresented segments of society. The Patchwork Foundation rewards those winning MPs – nominated by members of the public or grassroots community organisations and selected by an independent panel of judges – by acknowledging them as the MPs of the Year.



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PwC Social Mobility Programme

We recognise that boosting social mobility isn't just about our own internal business practices, but how we support our local communities too. As part of our social mobility community programme, we work with disadvantaged school students, undergraduates and other social mobility beneficiary groups (such as refugees and our PwC Social Entrepreneurs Club members) to,

- help them make the most of their potential;
- develop skills and employability prospects;
- support, empower and inspire them to achieve positive employment outcomes in their career of choice; and
- remove barriers to access, creating equality of opportunity and actively encouraging diversity and social mobility.

Bradford Opportunity Area Programme - PwC are a Cornerstone Employer for the Bradford Opportunity Area. We have opened a new office in Bradford, providing jobs and apprenticeships in the city. Over 135 members of PwC staff are currently based in the new office, with plans to grow further, and are from a variety of backgrounds with a variety of different experiences. We work alongside the Enterprise in Education team at West Yorkshire Combined Authority, PwC's Social Mobility team have devised a dynamic and engaging offering to 44 Bradford secondary schools and colleges.

School Activities - We work with students from disadvantaged schools in England & Wales, Northern Ireland and in Scotland, covering technology, financial literacy, employability skills and wellbeing. We offer a range of activities in schools, our offices and virtually.

Online Toolkit - Our Online Toolkit has been created for teachers and careers professionals, enabling them to choose from a wide selection of lessons and deliver them quickly and easily to a class or group of students. The toolkit includes a number of programmes on technology, financial literacy, and wellbeing with more curricula being added in the coming months. Each lesson pack comes with a lesson plan, a facilitator guide and a presentation.

Social mobility network - Our social mobility network brings together a community of like-minded individuals, from around the firm, who are passionate about social mobility. They help to organise and coordinate our work in this area - driving activities in their local regions and business units and sourcing volunteers to help deliver the programmes, as well as taking part themselves.

Refugees - We're committed to supporting refugees and survivors of modern day slavery, as they rebuild their lives in the UK. Through our social mobility community programme, our people volunteer with these groups through partner organisations, such as charities and local councils. We aim to equip people with employability skills and boost their confidence through activities. Recently collaborating with the Refugee Council UK to run an Employability Skills Virtual Programme for Refugees.

The Pledge - We have outlined our support for supporting social mobility across the UK by becoming a signatory to the Social Mobility Pledge, an organisation committed to tackling social mobility, and sharing best practice.

Brigade - We also have our own social enterprise, Brigade, which supports those who are homeless, or at risk of homelessness, into a career in the catering industry.

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<https://www.pwc.co.uk/who-we-are/our-purpose/empowered-people-communities/social-mobility.html>



**RENAISSANCE
FOUNDATION**



Renaissance Foundation is a specialist youth charity based in East London working with young people aged 13-19 living with significant life challenges.

We work with young people from two hard-to-reach and often overlooked groups: young carers and young hospital patients transitioning from paediatric to adult healthcare. Research has shown that these two groups tend to suffer in various degrees from difficulties at school and a lack of development and employment opportunities. Their life challenges impede their ability to prioritise plans for the future, including making adequate preparations and attaining the confidence and experience necessary for entering employment.

Why these two groups?

The responsibilities that come with caring for a close relative has a detrimental effect on a young carers ability to perform well at school and to prioritise their own mental and physical health. Their responsibilities at home often lead to a lack of opportunity for socialisation, impacting their confidence and ability to prepare for adult and work life.

Similarly, the time taken up by medical treatments and prolonged stays in hospital prevents many young hospital patients from attending school, socialising with their peers and seeking any form of preparation for the workplace. Their transition from paediatric to adult health care forces them to take on greater responsibility which they often feel psychologically unprepared for leading to strong feelings of anxiety. Presently, Renaissance Foundation remains the only charity focusing on this specific area - which is why our work is so important.

Our Origins

Renaissance Foundation was founded in 2003 by Sat Singh who was inspired by his own experiences and frustrations of growing up in one of London's most deprived boroughs. Since our initial foundation, we have been continually recognised through the Anne Frank Award in 2007, the Marks and Spencers Business in the Community Sieff Award in 2011, and a personal commendation from the former Prime Minister David Cameron in 2012.

Our Programme

Renaissance Foundation provides long term support with high impact with an aim to change and improve the lives of every young person who receives our support. Our 3-year programme is designed to raise aspirations, increase resilience, and develop vocational soft skills. The highlight of the programme is our annual visit to the Nobel Peace Prize where we have been representing youth from the UK since 2006. Through our workshops and social events, we help broaden horizons by teaching practical skills like critical thinking, public speaking, and computer literacy. We regularly partner with leading companies and institutions to help deliver a dynamic and innovative programme, encouraging our young people to think about their future careers. Above all, we provide a safe place for our young people to talk, share and develop.



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BritishAmericanBusiness

Produced by BritishAmerican Business in Partnership with
The U.S. Embassy London

www.babinc.org
March 2021