

partnerships
influencing
social change
to create a
fairer and
safer
society.



The
Diversity Trust
Influencing Social Change

www.diversitytrust.org.uk

introduction...

Hello! I'm Berkeley Wilde, Founder & Chief Executive of the Diversity Trust.

As a gay man, I'm a long time campaigner for LGBTQ+ rights. However, I wanted to take this up to the next level and make a bigger positive difference.

Where better to start than the protected characteristics enshrined in the 2010 Equalities Act? So, I founded the Diversity Trust with this express aim in mind.

Part of doing our vital work is through strategic partnerships with aligned corporates. This is where YOU come in. Do please check out this brochure to discover the value of partnering with the Diversity Trust to influence social change to create a fairer and safer society. Thank you.



Berkeley Wilde
Founder & Chief Executive
The Diversity Trust

impactful partnerships

At the Diversity Trust, we know that teaming up with other aligned corporate partners is key for unlocking synergy to drive positive impact. Our standout relationships-based partnerships are transformational for all concerned.

Partnering with the Diversity Trust is a win-win scenario as you can evidence a genuine commitment underpinned by action towards addressing equalities issues...while we progress towards our mission of influencing social change to create a fairer and safer society.

Together, we can do so much more.

READ ON to see how we can partner together and learn about our successful, ongoing partnership with Skin Deep and TSL.



partnering - some ideas

These are some collaboration ideas for partnering with the Diversity Trust (this list isn't exhaustive!):

- Linking with your company's in-house diversity and inclusion strategies
- Advising on specific HR and other equalities-related policies
- In-house equalities-related awareness days
- Joint campaigning around specific issues
- Commissioning joint research (and for the company to embed the findings from it where appropriate/relevant)
- Partnering with the Diversity Trust and other stakeholders to undertake time-limited (or otherwise) projects (this may also include the opportunity for some employee volunteering) – for example, supporting particular equalities-related communities or embedding EDEI work by working with other on point charities, community organisations or mission-driven enterprises
- Providing in-house equalities training and auditing (up to a mutually agreed level)
- Development of equalities-related tools, checklists and other resources (where a need is identified)
- Keynote speaker on equalities-related issues
- External communications and marketing – there are multiple opportunities for sharing and amplifying one another's messages, initially with the good news story of our partnership affirming your company's concrete commitment to equalities (social media (including campaigns and awareness days), podcast episodes, guest blogs, articles, other digital assets)
- A review of your CSR (or equivalent) strategy to identify if there are any other potential strands of mutually beneficial work

READ ON to learn about our successful, ongoing partnership with Skin Deep and TSL, including a testimonial from Laura Broadbent, Marketing Manager and lead partner contact.



Skin Deep: partnership case study #1

In December 2020, Skin Deep and the Diversity Trust took the first step in establishing our partnership. With the agreement signed, we set out to work together to realise our ambitions for positive social change.



The initial focus of funding the work of the Diversity Trust and commissioning joint research, training, publicity, and outreach demonstrated a mutual commitment to the agreement, but nobody could anticipate the true impact the collaboration would have.



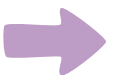
Skin Deep champions diversity by offering everyday healthcare products in a range of different skin tones to make inclusivity commonplace in the market. Skin Deep values centre around the promotion of equality across the board, on all grounds.

At the end of Year 1, we produced an impact report (see next page for some highlights from this). The report is a culmination of our achievements, a reflection on our learning, and an aspiration to the future of our work together. It highlights the values we have come to share and showcases the work developed in line with those values, from the podcast series and social media exposure to organisational transformation and amplification.

The future of the partnership is bright; with the second year well under way, Skin Deep and the Diversity Trust are working to expand the reach of their influence. The Allyship Podcast Series continues with Episode 4, and International Podcast Day in September 2022 saw the first Instagram collaboration of the partnership.

The learning experienced and relationships developed in the past year will inform the year to come. Our goals are ambitious and focused, with a view to develop new, global connections, but also to solidify our existing relationships and celebrate them. We've only just begun and together, we're setting the tone.

READ ON for more about the Skin Deep and TSL partnership case study



Skin Deep: partnership case study #2

These are some of the highlights from Year 1:

Partnership announced to the public and external bodies; commencement of monthly partnership meetings



New packaging developed on Skin Deep's skin tone plasters, incorporating the Diversity Trust's logo



The Diversity Trust delivers a virtual webinar to TSL (Skin Deep's parent company) on Equality, Diversity, Equity & Inclusion



Skin Deep donates 10% of their profits to the Diversity Trust in the first year of the partnership



The Diversity Trust meets with Skin Deep partners to explore improving recruitment and HR practices



The first sponsored episode of the Allyship podcast is released

Skin Deep partners attend the Diversity Trust's virtual AGM

SET THE TONE



Laura Broadbent
Marketing Manager - Skin Deep

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Because we encourage and trust one another on a personal and organisational level, we've had the confidence to try new things together and learn as we go, so as we grow organically, so does the partnership, which was our intention from the start. In the Diversity Trust we have found a partner with which we can truly collaborate and effect change. The best is yet to come!

READ ON for the detailed nuts and bolts of partnering in practice



partnerships - the detail

Exploratory discussion



All our partnerships arise out of an initial conversation to see whether a partnership would be a good fit for both parties. It's really important to be upfront and transparent about key things like how we work, our values, what we can contribute and the positive impact we hope to create from partnering together.

Scope



Together, we now scope out the detail of the partnership's work programme. This includes a menu of ideas set out over the short, medium and long term. These ideas are flexible: some will happen, others we may choose to drop and/or we may add something new.

Operations



We now take a view about how the partnership is going to work in practice. For example, what is realistic for us both to bring to the table to ensure a mutually balanced level of input. For the corporate, this also includes a discussion about financial input relative to the scale, scope and longevity of the partnership. With our partner Skin Deep, we have agreed an annual donation of 10% of their profits.

Practicalities



We'll figure out how we're going to work together - who'll be the lead contacts for both parties, the level of delegated autonomy, how we'll communicate with one another and how often this will be etc.

Review



Our partnership will be impact-led and this is what we'll measure. Depending on the agreed length (we suggest 12-months initially with a view to it becoming longer term), we'll review it together at pre-agreed intervals, evaluating progress, learnings and making any necessary adjustments.

READ ON to find out how to get in touch with the Diversity Trust



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Interested?

Reach out to Berkeley Wilde,
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