

## The Challenge...

At a time when young people are facing rising levels of anxiety and depression, obesity levels, a fiercely competitive jobs market, and a volatile political and economic landscape, we believe the DofE can be the anchor they need.

Our charity's work across Wales is helping to create more positive experiences for young people to take part in a DofE programme. In partnership, we can make transformational changes to the lack of opportunity that many young people face.

The DofE has a track record of introducing new and exciting positive experiences whilst improving young people's happiness, health and wellbeing.

## Our Mission

For the past seven decades, the DofE charity has inspired and transformed the lives of millions of young people from all walks of life.

From volunteering to physical activities, life skills to expeditions, achieving a DofE Award is a passport to a brighter future, developing skills for work and life whilst being highly valued by employers and universities.

It is our mission to inspire; guide and support more young people in their self-development and recognise their achievements.

Our ambition is to give 15,000 young people from a wide range of backgrounds, from across Wales, this life-changing opportunity and to achieve this goal by 2020 we need your financial help.

Please help us support more young people from across Wales to reach their full potential. We'd love to hear from you.



“

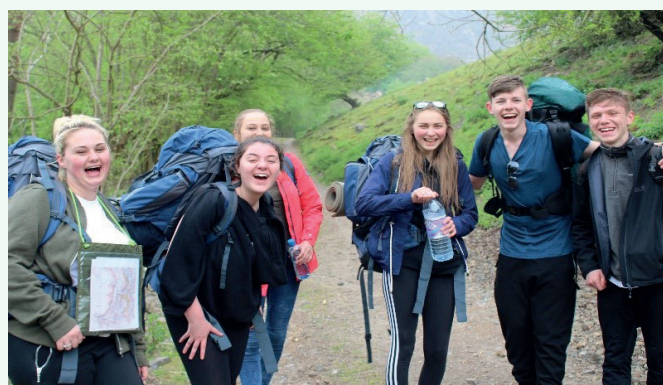
Everybody at RMS is extremely passionate about supporting the DofE, as we believe it is crucial to provide young people with opportunities to learn new skills and better themselves. It is amazing to see the money we raise providing tangible benefits to young people's lives and preparing them for the future, and also the support that we receive back as a business is incredible.”

DAN AND CONNAH O'TOOLE, RMS

## The DofE in Wales

The DofE operation across Wales is supported by a small and highly efficient charitable operation based in Brecon with only eight full-time and three part-time staff.

The team believes passionately in the charity's vision to reach more young people from diverse backgrounds and equip them as individuals to succeed in life. The team also supports, trains and values the hundreds of volunteer DofE Leaders who run DofE programmes in centres across Wales.



## Why we urgently need support

Over 50% of local authorities in Wales no longer support the DofE in schools through their youth service due to a combination of austerity cuts and restructuring.

The DofE in Wales needs to raise an average of £50 for every new participant each year. This helps maintain delivery and enables us to further develop the charity's work with more young people from a wide range of backgrounds. Our vision is to reach more young people from diverse backgrounds and equip them to succeed in life.

## How you can support us

By supporting the development of young people in Wales as a company, trust and foundation or as an individual you will be making a powerful contribution to wider society.

## Associate Supporters

By becoming an Associate Supporter of DofE Wales you really can make a positive impact to your Company's CSR ambitions and outcomes.

- **Bronze Associate Supporter: £1,500 per annum**
- **Silver Associate Supporter: £5,000 per annum**
- **Gold Associate Supporter: £10,000 per annum**

Our wide range of current Associate Supporters donate money to ensure the further development of the DofE charity's work with disadvantaged young people.

We work closely in partnership with each supporter to offer a range of bespoke benefits.

## Major gifts and events

Individual support provides a key strand of our fundraising strategy from major gifts to our Gifts in Wills campaign.

DofE Wales runs a popular and well established charity golf event and continues to enjoy partnerships with a wide range of business events as their charity beneficiary.

Past event partners have included organisations such as ACCA Cymru, CBI Wales and IOD Wales.

**Can you help enable every young person in Wales to take part in a DofE programme and succeed, regardless of the barriers they may face?**



## Sophie's story

Sophie is a survivor of a chaotic home, a family who didn't know how to show love in a house that wasn't safe. She survived because one day she decided she couldn't stay there anymore and fled. Sophie was in a Women's Aid Refuge when she heard about the Moneypenny Foundation, an organisation which ran the DofE. Sophie took part in the DofE Young Leaders course and has since undertaken her Bronze DofE programme.

Sophie said "I loved our DofE Young Leaders course. It was great to spend time with the other girls and interesting to see how well we worked together. We were all excited to take on the challenge of DofE leadership and found that even though we all have different skills, talents and jobs, we all have the capability to be a Leader.

"I loved the opportunity to be the pilot of the group during our raft making activity with DofE, especially as some of the girls said that they'd never do water sports again. I'm very excited to have done my DofE Bronze programme and to use my own skills to support and encourage others. I have now had the opportunity to further my career in outdoor activities by getting an instructor role with an activity adventure Company."

“

GE Aviation Wales is proud to be a DofE Gold Partner. The DofE provides our employees with life-changing opportunities and experiences that support their personal and professional development. Being part of the DofE in Wales, our employees also build long-lasting relationships with their colleagues and communities beyond our site. Achievement of an Award requires commitment, skill, determination and dedication; which are the attributes we need for the future of our business and sector.”

NICK BLAKENEY, MANAGING DIRECTOR, GE AVIATION WALES

