

5 WAYS SURVIVOR CAN HELP YOUR BUSINESSES GROW

*"I now know I can be anything I want to be."
– Fatima, survivor*

Time and again, survivors tell us that the best way for them to heal is to move forward under their own power. And to achieve that, we need you.

The PartnerUp programme asks businesses to provide survivors with work experience, placements, and practical support. This enables survivors to build vital skills and pursue their careers.

But PartnerUp doesn't just do good for survivors – it does good for businesses too. Here are five ways that helping a survivor also helps you.

INCREASE DIVERSITY

Diverse teams are 87% more likely to make better decisions, and companies identified as more diverse and inclusive are 35% more likely to outperform their competitors.



BOOST YOUR INTERNAL CULTURE

Employees who feel positively about their company's charitable programme are four times more likely to be loyal to their employer and satisfied in their job.



INTRODUCE A NEW PERSPECTIVE

Someone who has been through something far outside the ordinary can see everything from a different angle and bring their unique viewpoint into your organisation.



DEMONSTRATE YOUR VALUES

84% of customers say it's important to them that a company supports charitable causes, and getting involved will demonstrate how much you care to your clients and customers.



LEAD THE WAY

Most importantly, you'll become an example for other companies, inspiring them by being a spark that gives hope — and gives back — to make a good impact in society.



Ready to make a difference? Join our free webinar on 23 November 2023 to hear real stories of how businesses like yours have helped survivors.

Sign up at <https://sophiehayesfoundation.org/partnerupwebinar>