

Transforming Lives, We Make Your Impact Matter

SOCIAL EDUCATION SPONSORSHIP OPPORTUNITIES





NO COMPROMISE

PURPOSEFUL INNOVATORS IS A NON-PROFIT SOCIAL ENTERPRISE REGISTERED IN THE UK UNDER COMPANIES HOUSE. WE ARE A MEMBERSHIP OF PROFESSIONALS ACROSS ALL FIELDS WHO HAVE DEDICATED THEIR LIFE WORK TO HUMAN AND SOCIAL DEVELOPMENT, THE ENVIRONMENT AND SUSTAINABLE FINANCE. WE ARE GOVERNED BY A VOLUNTARY GLOBAL BOARD OF 7 DIRECTORS AND HAVE OVER 100 PIONEER MEMBERS WHO ARE WORKING TOWARDS A COMMON MISSION WHICH IS TO REVOLUTIONISE HOW THE WORLD WORKS.

WE BELIEVE IN NO COMPROMISE - TO PLANET, TO PEOPLE AND TO PROFIT.

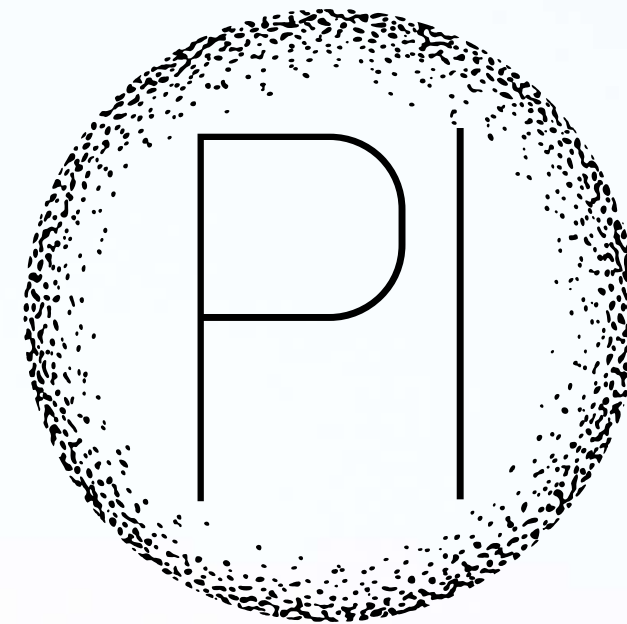
PI Theory of Change

OUR PI THEORY OF CHANGE DRIVES OUR CAUSE TO DELIVER A TRULY POSITIVE IMPACT THROUGH RESEARCH AND COLLABORATION WITH EXPERTS ACROSS DIVERSE FIELDS.

PLANET	ALL STRATEGIC DECISION-MAKING IN HARMONY WITH OUR PLANET AND ALL LIVING BEINGS WHILE EARNING A FAIR INCOME.
PEOPLE	RESPECTING PEOPLE'S RIGHT TO DECIDE ON THEIR FUTURE, THEIR VALUE AND THEIR CONTRIBUTION TO SOCIETY.
PROFIT	PROSPERITY FOR ALL.
COMMUNITIES	SELF-SUSTAINING HEALTHY HABITATS.
EDUCATION	EQUAL ACCESS TO WORLD-CLASS KNOWLEDGE.

SOCIAL IMPACT

POSITIVE
SOCIETAL
PARTICIPATION



1 COMMUNITY AMBITION

- RELEVANT
- ACCURATE
- IMPACTFUL
- PERSONALISED
- WELL-POSITIONED



SOCIAL EDUCATION

2 WORLD CLASS CURRICULUM

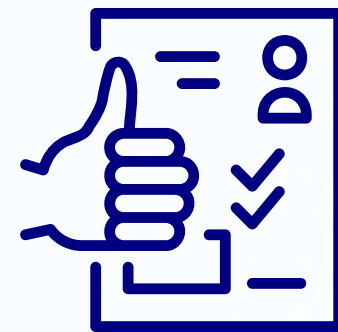
- ACCREDITED PROGRAMMES
- COLLABORATIVE
- SUPPORT GROUP
- MENTORING
- DEVELOPMENT



3 ENGAGING
COMMUNITIES

4 INTEGRATIVE ACTION

- INSIGHTS
- SOLUTION-FOCUSED
- MOTIVATIONAL
- AUTHENTIC
- INCLUSIVE



REPORTING &
RECOMMENDATIONS

INTRINSIC DEVELOPMENT

- EXPERIENTIAL LEARNING
- FINANCIAL LITERACY
- DIGITAL LITERACY
- LIFESKILLS
- TRAINER DEVELOPMENT





WE PROVIDE EDUCATION THAT ADDRESSES THREE KEY SOCIAL ISSUES



**DISADVANTAGED
BY GENDER**



**YOUTH
EMPOWERMENT**



**SOCIALLY
UNDERPRIVILEGED**

1

Community Ambition

OUR PROGRAMMES ARE DELIVERED THROUGH OUR NETWORK OF CHARITIES, NGOS AND PURPOSE-DRIVEN ORGANISATIONS

- POSITIVE AND AFFIRMATIVE LANGUAGE USE
- GOALS SETTING SET BY THE COMMUNITY
- ASSESSMENT, MONITORING AND EVALUATION GROUNDED IN PARTICIPANTS' ASSESSMENT OF THEIR STRENGTHS, GOALS AND DEVELOPMENT
- DECISION-MAKING IN CONSULTATION WITH COMMUNITY
- RECIPIENTS ARE THE KEY STAKEHOLDERS IN THE DELIVERY OF INTERVENTIONS
- LEADERSHIP DEVELOPMENT VALUING THE ASSETS THE COMMUNITY

Wealth
Angels

Dallaglio
RugbyWorks

KANGEMI
RESOURCE
CENTRE



SOS CHILDREN'S
VILLAGES
JORDAN

2



OUR PROGRAMME DIRECTORS ARE ACCREDITED BY WORLD LEADING PROFESSIONAL ASSOCIATIONS

ACCREDITED FOR ADULT EDUCATION BY THE MINISTRY OF EDUCATION IN LUXEMBOURG, ACCREDITED BY IAS FOR ISO 9001:2015 AND ACCREDITED BY THE INTERNATIONAL COACHING FEDERATION, THE INTERNATIONAL INSTITUTE FOR RESEARCH AND HUMAN DEVELOPMENT IS A PROFESSIONAL TRAINING CENTRE HEADQUARTERED IN LUXEMBOURG. IT SPECIALISES IN CERTIFYING CONTINUING PROFESSIONAL TRAINING IN COACHING, NLP, LEADERSHIP AND MANAGEMENT AND ENNEAGRAM. IN ADDITION, IT PROVIDES TRAINING IN HUMAN RESOURCES MANAGEMENT: INTRINSIC MOTIVATION, METAPROFIL, EVALUATION, RECRUITMENT, PROFILING, POTENTIAL AND TALENT MANAGEMENT. THE IIRHD DEVELOPS ALL LEVELS OF STUDENTS FROM BASIC TO MASTER PRACTITIONERS TO EDUCATORS AND TRAINERS.



COURS POUR ADULTES AGRÉÉS PAR



LE GOUVERNEMENT
DU GRAND-DUCHÉ DE LUXEMBOURG
Ministère de l'Éducation nationale,
de l'Enfance et de la Jeunesse



3



STAKEHOLDER INCLUSION



GENERATIONAL REPRESENTATION



LEADING WITH INFLUENCE



We Include the Whole Community Ecosystem

1 NO POVERTY

4 QUALITY EDUCATION

5 GENDER EQUALITY

4

Reporting and Recommendations

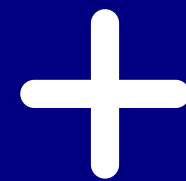
WE DEVELOP COMMUNITY LEADERS AND PROVIDE ONGOING REPORTING AND RECOMMENDATIONS MEASURING IMPACT



CURRICULUM
DELIVERY



ENGAGING
COMMUNITY



IMPACT
FRAMEWORKS



REPORTING &
RECOMMENDATIONS

Transforming Lives, We Make Your Impact Matter

PUTTING IT INTO ACTION



MEA Sponsorship Opportunities to Inspire Higher Aspirational Benchmarks for Today's Women and Future Generations

EDUCATIONAL EXPERIENCES FOR BRAND AFFILIATION AND VISIBILITY

IN PARTNERSHIP WITH

HOUSE OF BEAU

BUSINESS EQUITY ACCELERATOR UNIVERSE

ARENA



EMIRATES
GOLF CLUB DUBAI



the
bureau



FINANCIAL ILLITERACY IS NOT ONLY WIDESPREAD BUT IS PARTICULARLY ACUTE AMONG SPECIFIC GROUPS, SUCH AS WOMEN, BLACKS, HISPANICS, AND THOSE WITH LOW EDUCATIONAL ATTAINMENT.

FINANCIAL KNOWLEDGE AMONG THE YOUNG IS STRONGLY INFLUENCED BY FAMILY BACKGROUND.

FINANCIAL KNOWLEDGE SHOULD NOT BE TAKEN FOR GRANTED, EVEN AMONG THE YOUNG.

FINANCIAL ILLITERACY IS PARTICULARLY SEVERE AMONG SPECIFIC GROUPS SUCH AS MINORITIES AND WOMEN. YOUNG WOMEN ARE NOW MORE LIKELY TO HAVE A COLLEGE DEGREE THAN MEN AND PARTICIPATE ACTIVELY IN THE LABOR MARKET, YET THEIR LEVEL OF FINANCIAL LITERACY REMAINS VERY LOW.

SOURCE: NBER, FINANCIAL LITERACY AMONG THE YOUNG: EVIDENCE AND IMPLICATIONS FOR CONSUMER POLICY. ANNAMARIA LUSARDI OLIVIA S. MITCHELL VILSA CURTO

The Making of a Community's Future

EDUCATIONAL DEFICITS EMERGE EARLY IN CHILDREN'S LIVES, EVEN BEFORE ENTRY INTO SCHOOL, AND WIDEN THROUGHOUT CHILDHOOD. EVEN BY THE AGE OF THREE, THERE IS A CONSIDERABLE GAP IN COGNITIVE TEST SCORES BETWEEN CHILDREN IN THE POOREST FIFTH OF THE POPULATION COMPARED WITH THOSE FROM BETTER-OFF BACKGROUNDS. THIS GAP WIDENS AS CHILDREN ENTER AND MOVE THROUGH THE SCHOOLING SYSTEM, ESPECIALLY DURING PRIMARY SCHOOL YEARS.

Our goal is to support communities and community leaders by providing non-vocational development classes that improve participants' well-being and potential.

PI'S 2024 TARGET

800 women and children to become financially literate

SOURCE: JOSEPH ROWNTREE FOUNDATION - POORER CHILDREN'S EDUCATIONAL ATTAINMENT: HOW IMPORTANT ARE ATTITUDES AND BEHAVIOUR?

Integrating Brand Building with Social Responsibility

MEASURABLE SOCIAL IMPACT REPORTING

FEATURED IN ALL PRESS RELEASES

EXPOSURE & REACH IN TIER 1 & 2 MEDIA OUTLETS (ARABIC AND ENGLISH)

FEATURED IN SPONSOR, PARTNER AND VENUE EDMS

FEATURED ON SPONSOR, PARTNER AND VENUE WEBSITES & SOCIAL MEDIA

MENTIONS IN MEDIA INTERVIEWS

BRAND REPRESENTATION AT EDUCATIONAL PUBLIC EVENTS

BRAND PRESENCE IN CURRICULUM MATERIAL USED GLOBALLY

Show Your Brand Commitment with a 10 Week Exposure Plan

Two Premium Events

DATE: 20 FEBRUARY 2024

VENUE: THE BUREAU

DATE: 22 FEBRUARY 2024

VENUE: EMIRATES GOLF CLUB (EGC)

DURATION: 2-HOURS

DETAILS:

Part One: Achieving Financial Independence and Dealing with Challenging Life Events

Part Two: Gaining a Superpower of Savings and Effective Budgeting

Part Three: Empowering Confidence and Building Your Family's Future

Worldclass Online Programme

DATE: 13 MARCH TO 1 MAY 2024

DURATION: 1-HOUR A WEEK FOR 8 WEEKS

VENUE: ONLINE

DETAILS:

- Introduction to the principles of money management
- Understanding money
- Basic concepts of finance
- Investment and risk made simple
- Human behaviour and making money decisions
- What is Crypto?

PLUS

**JUST
ADDED!**

School Event

DATE: 25 FEBRUARY 2024

DURATION: 1 DAY FESTIVAL

VENUE: ARCADIA SCHOOL

Money Wise

PARENTS

Connecting the
dots on financial
literacy for all

10 WEEK EXPOSURE
HIGH IMPACT
HIGH FREQUENCY
HIGH VISIBILITY

TWO PREMIUM EVENTS
20 & 22 FEBRUARY 24

SCHOOL FESTIVAL
25 FEBRUARY 24

8 WEEK PROGRAMME (8 X 1
HOUR WEBINARS)

Financial Literacy

PLATINUM SPONSORSHIP \$30,000

3000 HNWI EMIRATES GOLF CLUB MEMBERS

150 HNWI THE BUREAU MEMBERS

BRANDING ON ALL CTAS FOR EVENT

BRANDING AT THE EVENTS

BRAND GIFTING OPPORTUNITY AT THE EVENTS

BRAND PRESENTATION OPPORTUNITY AT THE EVENT

BRAND SPECIAL OFFERS FOR ATTENDEES

BRAND INCLUSION ON ALL MEDIA EXPOSURE

BRANDING ON ALL PARTICIPANT COMMUNICATION

BRANDING ON CURRICULUM MATERIALS

BRAND SPECIAL OFFERS FOR PARTICIPANTS

BRAND VISIBILITY ON IMPACT REPORTS



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Wealth
Angels

Money Wise

PARENTS

Connecting the
dots on financial
literacy for all

10 WEEK EXPOSURE
HIGH IMPACT
HIGH FREQUENCY
MEDIUM VISIBILITY

TWO PREMIUM EVENTS
20 & 22 FEBRUARY 24

SCHOOL FESTIVAL
25 FEBRUARY 24

8 WEEK PROGRAMME (8 X 1
HOUR WEBINARS)

Financial Literacy

GOLD SPONSORSHIP \$20,000

3000 HNWI EMIRATES GOLF CLUB MEMBERS

150 HNWI THE BUREAU MEMBERS

BRANDING ON ALL CTAS FOR EVENT

BRANDING AT THE EVENTS

BRAND GIFTING OPPORTUNITY AT THE EVENTS

BRAND PRESENTATION OPPORTUNITY AT THE EVENT

BRAND SPECIAL OFFERS FOR ATTENDEES

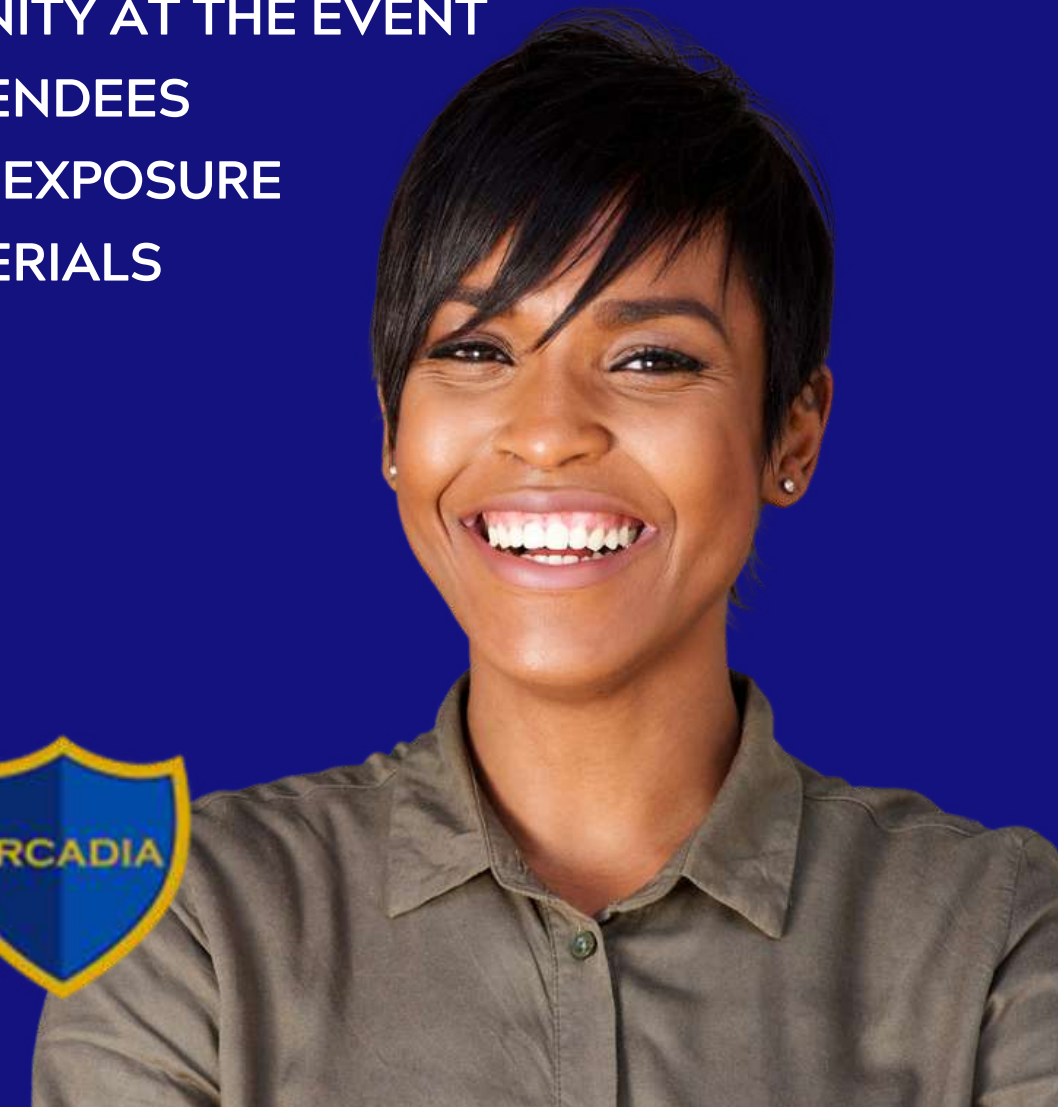
BRAND INCLUSION ON ALL MEDIA EXPOSURE

BRANDING ON CURRICULUM MATERIALS



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Wealth
Angels

Money Wise

PARENTS

Connecting the
dots on financial
literacy for all

10 WEEK EXPOSURE
MEDIUM IMPACT
HIGH FREQUENCY
MEDIUM VISIBILITY

TWO PREMIUM EVENTS
20 & 22 FEBRUARY 24

SCHOOL FESTIVAL
25 FEBRUARY 24

8 WEEK PROGRAMME (8 X 1
HOUR WEBINARS)

Financial Literacy

SILVER SPONSORSHIP \$8,000

3000 HNWI EMIRATES GOLF CLUB MEMBERS

150 HNWI THE BUREAU MEMBERS

BRANDING ON ALL CTAS FOR EVENT

BRANDING AT THE EVENTS

BRAND GIFTING OPPORTUNITY AT THE EVENTS

BRAND INCLUSION ON ALL MEDIA EXPOSURE

BRANDING ON CURRICULUM MATERIALS



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Wealth
Angels



Money Wise

PARENTS

Connecting the
dots on financial
literacy for all

10 WEEK EXPOSURE
LOW IMPACT
HIGH FREQUENCY
LOW VISIBILITY

TWO PREMIUM EVENTS
20 & 22 FEBRUARY 24

SCHOOL FESTIVAL
25 FEBRUARY 24

8 WEEK PROGRAMME (8 X 1
HOUR WEBINARS)

Financial Literacy

BLUE SPONSORSHIP \$3,000

3000 HNWI EMIRATES GOLF CLUB MEMBERS

150 HNWI THE BUREAU MEMBERS

BRANDING OPPORTUNITY AT THE EVENTS

BRAND GIFTING OPPORTUNITY AT THE EVENTS

BRANDING ON CURRICULUM MATERIALS



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REBECCA ELLIS

ROLE: SPEAKER

Rebecca is a wealth management expert with a passion for social change. Having worked for well-known firms in London, Zurich and Geneva, Rebecca has clients from all continents, specialising in the African market. Since 2008, Rebecca has incorporated behavioural finance best practices, helping clients understand their emotions and make sound financial plans that align with their needs and values.

A deep interest in delivering integrity and transparency has been fundamental in how she builds long-term candid and genuine relationships with her clients, associates and partners. Her expertise and background in sociology and geography have been instrumental in her delivering positive social impact projects and she is a founding Director and Secretary/Treasurer of Purposeful Innovators CIC.



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Money
Wise PARENTS

JAMES BADOCK

ROLE: SPEAKER

James is a lawyer who has had an international career advising families in Europe, the Middle East and Africa on personal tax, succession planning and philanthropy. He frequently visits the UAE where he advises expat clients, as well as local clients who invest in the UK.

James trained in London before joining another leading law firm as a partner in their Geneva and London offices and he was then a Director at PricewaterhouseCoopers LLP. James now has his practice while retained by the specialist law firms Winslows, Astraea and Collas Crill to provide advice to their clients.



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THANK YOU



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