

**SEO**  
**/LONDON**  
SPONSORS FOR  
EDUCATIONAL  
OPPORTUNITY

**25**  
YEARS  
OF  
LASTING  
IMPACT  
2000-2025



To find out how to  
get involved, join  
our info session on  
Thursday 27 March.

[SIGN UP HERE](#)

SEO LONDON  
FUNDRAISING TOOLKIT

# WHAT WE DO

We prepare students from **underrepresented** backgrounds for **career success** through industry-specific **education and training**.

**SEO**  
**/CAREERS** FOR UNIVERSITY STUDENTS

**SEO**  
**/SCHOOLS** FOR PUPILS 15-18 YEAR OLDS

**SEO**  
**/ALUMNI** FOR GRADUATES

Read about our impact [HERE](#)



# CELEBRATING OUR 25TH ANNIVERSARY

Celebrating 25 years of empowering young people from underrepresented backgrounds to achieve career success and shape future industries!

Join us in this milestone celebration and help us fundraise for even greater impact.

**9,000+** Participants secured placements since 2000

## 25 YEARS OF IMPACT

AND WITH YOUR HELP WE CAN **KEEP GOING**

### 2000

**8** students

**5** employers

### TODAY

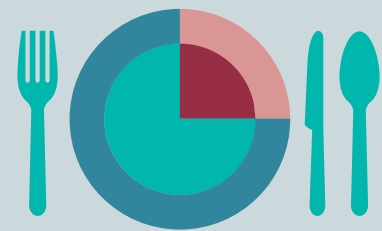
2024: **1,000+**

participants at **200+** employers.

2025: **60%** of programme participants come from **low socioeconomic backgrounds.**

# WHY OUR YOUNG PEOPLE NEED US

**ACCESS TO COMPETITIVE INDUSTRIES AND CAREER OPPORTUNITIES IS NOT EQUAL!**



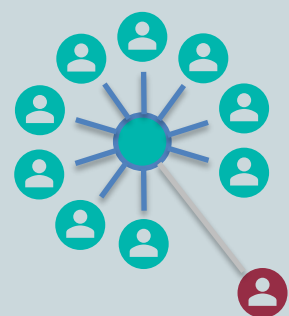
25% of school pupils in the UK (2.1 million) are from low-socioeconomic backgrounds\* UK Gov.

\*are eligible for free school meals



Ethnic minorities are 5X less likely to reach senior levels. Only 10 out of 297 leaders\* in FTSE 100 are from ethnic minorities.

\* Chair, CEO and CFO at FTSE100 companies (2021)



Only 11% of senior leaders in financial services from middle or low socioeconomic backgrounds.

# WHY HELP US FUNDRAISE

**PROVIDES EACH PARTICIPANT WITH ESSENTIAL TOOLS FOR SUCCESS**

## FOSTERS A COMMUNITY OF GROWTH

Help create a community where past participants mentor others, pass on knowledge and help future generations succeed.

## HELP US MAXIMISE OUR IMPACT

Every donation directly impacts young lives, reaching more individuals and creating a ripple effect of positive change.

# LET'S GO!

HAVE **FUN** WHILE SUPPORTING BRILLIANT  
YOUNG TALENT!

**CELEBRATE YOUR INVOLVEMENT** AT  
OUR OFFICES AND ON SOCIAL MEDIA



Remember to check with your organisation to see if they have any fundraising rules you should consider.



Your organisation may also offer to match funding too which is an easy way to boost your fundraising!

# HOW WILL YOUR FUNDRAISING HELP?



£10,000

Employability Skills Training  
e.g., CV writing session for 180 students



£5000

Week-long work experience within a corporate environment for 1 student



£3000

Insight Day with a professional firm for 40 students



£1000

Week-long work experiences for 10 students



£500

Confidence building experience  
E.g., 3-day Outward Bound School for 1 student



£300

Year-long mentoring for 1 student



£100

Cultural Capital experience to boost critical thinking, creativity and broader world knowledge



# 5-A-SIDE FOOTBALL TOURNAMENT

SEO  
/LONDON  
SPONSORS FOR  
EDUCATIONAL  
OPPORTUNITY



Battersea Power League



Thursday 22 May 2025

## SEO London's first 5-a-side football tournament was a hit!

The energy was electric, with passionate teams and a fantastic evening of fun and community spirit. We're aiming to make it even bigger for our anniversary.

A donation is required for team participation. **To register your team and your interest, sign up [here](#)**



# CHANNEL SWIM CHALLENGE

SEO  
/LONDON  
SPONSORS FOR  
EDUCATIONAL  
OPPORTUNITY



**Friday 6 June 2025**

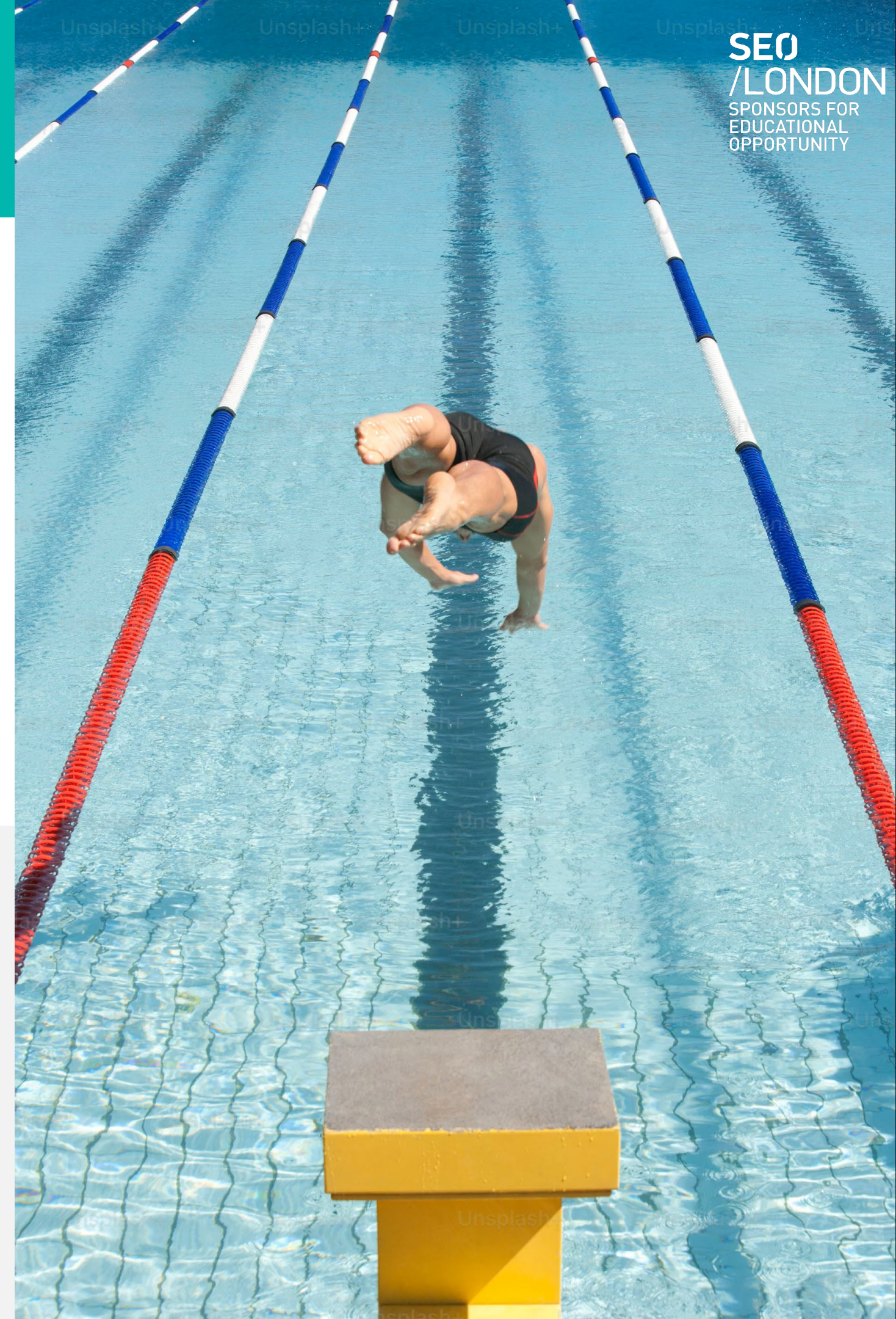


**The London Aquatics Centre**

## Get ready for an epic challenge!

Our relay team will swim the 25-mile distance of the English Channel to celebrate our 25th anniversary. Each swimmer will earn their spot by fundraising, making every stroke count for our great cause!

To register your interest, sign up [here](#)





# TOUCH RUGBY TOURNAMENT



June 2025



TBC

Join us for an exhilarating experience at our inaugural Touch Rugby Tournament!

Whether you're a seasoned player or a newbie, it's all about fun and excitement. Gather your team of 7 and get ready to dive into the action!

A donation required for team participation. **To register your team and your interest, sign up [here](#)**

SEO  
/LONDON  
SPONSORS FOR  
EDUCATIONAL  
OPPORTUNITY



# TOUGH MUDDER



Summer 2025



TBC

**Rally your squad for the ultimate Tough Mudder challenge!**

This epic obstacle course will push your strength, stamina and teamwork to the limit. Are you ready to conquer the mud and emerge victorious?

A donation required for team participation. **To register your team and your interest, sign up [here](#)**



# ROYAL PARKS HALF MARATHON



**In the Royal Parks Half Marathon**



**Sunday 12 October 2025**

**Experience the thrill of London's original half marathon!**

Race through four of the stunning Royal Parks on closed roads in the greenest event of its kind in the UK. Perfect for passionate runners and clubs!

Sign up [here](#) to run for SEO London by the end of Feb 2025!



# FUNDRAISING EVENTS YOU CAN ORGANISE

Quiz night



Comedy night



Cycle Challenge



Bake Sale



Raffles



Charity Auction



# VOLUNTEERING HOURS



## Discover an exciting way to give back!

Some companies offer volunteer hours, letting you dedicate time to a charity of your choice. Even better, these hours can be converted into a monetary donation for the charity!

Check with your organisation to see if this opportunity is available and learn how to get involved. Usually, it's managed through a volunteering platform like Benevity.

**Let's make a difference together!**

# PAYROLL GIVING

**DONATE TO US TAX-FREE STRAIGHT FROM YOUR SALARY!**

- ✓ Check if SEO London is an option on your firm's existing [Payroll Giving](#) programme
- ✓ If not, ask your internal lead to contact [fundraising@seo-London.org](mailto:fundraising@seo-London.org) to set this up
- ✓ Your donation is deducted from your salary and HMRC adds at least 25%

# MATCHED FUNDING

**DOUBLE YOUR IMPACT THROUGH MATCHED FUNDING!**

- ✓ Your company can match the funds their employees raise for charity.
- ✓ Check with your employer to see if they offer this fantastic opportunity. It's an easy way to amplify your fundraising efforts!

# HOW TO PAY YOUR DONATIONS

Deposit the money you raised in your bank account and donate

[HERE](#)



Add **our JustGiving** to your profile, money will come to us directly and Gift Aid will be added automatically



Easy transaction to make, let us know and we will send through those details on official documentation



THANK  
YOU!

25  
YEARS  
OF  
LASTING  
IMPACT  
2000-2025

SEO  
/LONDON  
SPONSORS FOR  
EDUCATIONAL  
OPPORTUNITY



To support any of our fundraising opportunities, contact [fundraising@seo-london.org](mailto:fundraising@seo-london.org)

To find out how to get involved, join our info session on Thursday 27 March. [SIGN UP HERE](#)