2017 Campaign

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Business Pack for_change
What’s in this presentation?

- Who we are
- What is the #RewritingTheCode campaign?
- Theirworld Code Clubs
- Get involved in the #RewritingTheCode campaign
- How to reach us
Theirworld is an innovative charity which helps children to fulfil their potential.
A Bit About Us

What We Do
Through research, pilot projects and campaigning, Theirworld is at the forefront of testing and shaping new ideas to help give children in the UK and around the world the best possible start in life.

Why We Do It
We run pilot projects on the ground to prove that these changes work. And we open up the opportunity for new ideas, projects and funding to deliver real change to those most in need.
Guiding Principles

**Hope:** Work with safe pregnancy and childbirth to give each child the best start in life.

**Change:** Giving children the chance to learn and bring about their own changes. Theirworld is committed to helping every child get a school education.

**Challenge:** Theirworld is prepared to take on the big problems that stop children from learning and reaching their full potential.

**Promise:** Turning goodwill into real action that delivers tangible results. It means putting pressure on world leaders, tracking their promises and driving change through our research and pilot projects.
What Is Rewriting the Code?

Why don’t girls around the world have equal access to education? Why don’t women have equal pay and equal opportunity in the workplace? Embedded values start before a girl is even born and shape the world around her.

The objective of the #RewritingTheCode campaign is to change attitudes and behaviours that prevent girls and women from succeeding and leading, and fulfilling their full potential.

Through the campaign we can help rewrite the future for a generation of women by making this the moment we help change embedded values.

We want a future where no girl is left out of the classroom, the boardroom or the conversation — we want girls to become future leaders.
Theirworld is leading this change in two ways: through the #RewritingTheCode campaign and working with girls around the world in code clubs giving them access technology to increase their learning opportunities and help them fulfil their potential.

Our aim in this pack is to engage businesses and networks in the campaign and encourage them to start a discussion about Rewriting the Code.
Theirworld Code Clubs
Theirworld Code Club

Code Clubs are spaces where girls can learn about technology and develop their skills, confidence and creativity. The clubs help girls to build skills they need in a technology-driven economy and to be aware how critical thinking and leadership can be applied in their own communities.

In the Code Clubs, all the girls learn how to build a computer, make games and artworks, and express themselves with code. The older girls also learn how to build their own websites using HTML, CSS & Java as well as gaining skills for future employment and business. The Code Club model is innovative and low-cost. It is sustainable and scalable, meaning that the clubs will continue to run and benefit thousands of girls in the local community.
Code Clubs will:

- Provide a safe environment for girls to learn, play and create
- Deliver low-cost technology access to aid basic learning and support girls to remain in education
- Teach girls valuable online coding and digital skills
- Empower girls through mentoring and role models, critical thinking and leadership in their communities
- Give girls key skills for future job prospects within an expanding tech sector, promoting self-reliance and employability.

The courses build the girls’ confidence and support their formal education with numeracy and literacy games. They have a mentor to guide and inspire them. And they get a healthy snack at the club to keep up their energy and improve concentration.
Get involved in the #RewritingTheCode campaign
Get involved in the Rewriting the Code campaign

1. Organise a fundraising event for Theirworld Code Clubs

2. Start a conversation about your own employee base and the opportunities that you give to women as they come into the business

3. Join the movement: Share your examples of how you are rewriting the code on social media using #RewritingTheCode or share with Theirworld on info@theirworld.org
Organise a fundraising event for Theirworld

Use the fundraising starter kit for inspiration and instructions when you’re either setting up a fundraising event, or taking part in one. Find out how to set up and run your own event, as well as great ideas for getting sponsorship and how best to handle the money side of things.

theirworld.org/resources/detail/the-fundraising-starter-kit

Use the sponsorship form to collect friends, family and colleague’s names so that you know who to collect from after the event.

theirworld.org/resources/detail/sponsorship-form

Brighten up your working week with some easy fundraising ideas:

- Check whether your employer runs a matched giving scheme. Some companies are keen to support their employees’ charitable activities.
- Bad dress day: convince people to wear their ugliest tie, bright colours or fancy dress for a small donation. Dress down Fridays is often a regular event in many companies.
- Do some home baking and sell it around the office – or have a ‘bake-off’ and encourage everyone to do the same.
- Set up a donations bucket and encourage colleagues to give any loose change they might have.
- Guess the weight of the cake – bake a cake and charge colleagues to guess its weight. The winner gets the cake.
Start a conversation

Start a conversation about your own employee base and the opportunities that you give to women as they come into the business.

Useful Facts:

• Less than a quarter of FTSE 100 boardroom recruits in the six months to March 2016 were women.

• Fewer than 10 per cent of the three most senior positions at FTSE 100 companies are held by women, compared to nearly a third of non-executive roles.

• The rate at which women are being promoted to the boards of the UK’s largest companies has slowed for the first time – 29 per cent last year, down from 32.1 per cent in 2014.

• Women earn 18% less than men on average, according to research by the Institute for Fiscal Studies. The gap is closest among 20- to 30-year-olds, but balloons after women have children as mothers miss out on pay rises and promotions.

SOURCE: Institute of Directors & Institute of Fiscal Studies
In an interview for the Institute of Directors Magazine, Director, Theirworld founder Sarah Brown, shared ideas about Rewriting the Code in the work place:

• Look at the messages your business sends internally to women coming up through the ranks, and how it engages with external audiences, too.

• Look at your own employee base, at the opportunities that you give to women as they come into the business and the opportunities that they get to rise up through it.

• Look at subtle ways you can be sending out messages through your products and services. Advertising may be more thoughtful than it was 25 or 50 years ago, but there are other subtleties. Look at the images on your website or in your brochure. Make sure you’ve got pictures of women leading a group, not just listening in a group, and not just listening to men. And make sure that what you are doing is friendly to women and giving them that opportunity.

• There’s a lot that businesses are already doing around family-friendly policies and flexible working – and much of that is also of interest to men, too. Changes are not just for women, but they certainly help women get the opportunity to come through a business and find themselves in a leadership role.
Join the movement

Share your examples of how you are rewriting the code on social media using #RewritingTheCode or share with Theirworld on info@theirworld.org
Contact Us

We appreciate your help in our mission to give every child the best start possible in life.

If you’d like to learn more about Theirworld Code Clubs and our work, please visit: theirworld.org

If you have any questions regarding the #RewritingTheCode campaign or questions regarding participation or support please reach out to Belinda Turffrey at belinda@theirworld.org

Call Us at (44) 020 3116 2735
Thank You