



CORPORATE PURCHASING BROCHURE







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INTRODUCTION

**FREE@LAST IS AN AWARD
WINNING, INNOVATIVE, AND
UNIQUE ORGANISATION,
IMPROVING THE NEEDS OF
THE CHILDREN AND YOUNG
PEOPLE IN THE INNER-CITY OF
BIRMINGHAM FOR OVER 21 YEARS.**

Receiving the Queens Award for Voluntary Service and the West Midlands High SHERIFF Award for Inspiration shows our quality and can give you confidence that your investment and corporate purchases are risk free, credible and make a significant difference to the people in our community.

free@last each year support around 1,600 of the most vulnerable people in the country, 2,000 pairs of feet walk through the door, resulting in free@last providing a Social Value return of over £12.8 million; each person receiving a social benefit just shy of £8,000. Based on the 2020 accounts, this resulted in a 33-fold Return on Investment.

Social Value is putting a price on outcomes. What is the value of a young person rebuilding their confidence, or a family becoming debt free? Social Value enables organisations to put a financial figure on their work providing an alternative way of reporting their impact. The Social Value comprises the cost of local resources, the individual's contribution back into society, burden on services such as the NHS, what they may pay back into society through voluntary hours, tax, etc.

This brochure will guide you through the variety of purchases available and the return on investment that you will receive. As a charity full of vision, creativity, and opportunity, we are always looking for ways to create new ventures that can meet your corporate needs and our aims too, so please contact us if you want to discuss other opportunities to partner and work together.



Return On Investment

When you, as a business, buy a service or a product, you normally get something in return for the money you have spent, something to show for what you have invested in. When supporting free@last, you may not receive a physical product through the post, but you will receive a variety of returns on your investment, whether you are interested in our large-scale events or supporting one of our young people into a new business. There are many ways in which we will thank you, and our intention is that our mutual relationship will benefit both sides along our journey together.

As standard, when you purchase from free@last, you will receive the following:

- A free@last wall plaque installed in your workplace, showing your staff and clients you support us.
- Agreed social media plan, delivered on several platforms, including Linked In, Facebook, Instagram and Twitter.
- Access to our professional photographers to create superb imagery for the promotions.
- Mutual links and updates on our website, and yours if appropriate, showing recognition of your support.
- Invites to all our other events and opportunities available to you and your team.
- Featured in annual review.
- Opportunities for you and your team to volunteer/ work with our young people.
- Opportunity to join our exclusive Club 3000.
- Opportunity for us to promote your business across our corporate and business network.
- Statistics of social value for the project you purchase, for you to use in your promotion.

Each purchase that you choose will also have more specific returns for your investment, and if you have any other needs and outcomes that are required, we are happy to discuss these with you.

THE ARTS & CREATIVITY

ENTREPRENEURIAL ART

Working with a group of young people, with a focus on business – teaching them how to ignite their creativity and inspire them to create unique and individual designs that can be transformed into pieces of artwork that they can be proud of! And then, to provide the young people an access route to market and sell these creations, feeling a huge sense of personal achievement as they earn their own money from the sales, and then consider how they can harness their new skills to continue generating a positive and legitimate income. We will be working in partnership with the Birmingham Contemporary Art Gallery, who will help provide the artistic skills and also the venue to sell the art pieces during an exclusive exhibition.



Return On Investment:

The main benefit of this product is capturing the change, growth and nurture of disadvantaged young people turning a life of despair and hopelessness into a life full of opportunity and success. You will become a part of their story, helping them towards success and opportunity, rather than a life of crime and poverty.

You and your team will have the opportunity to be actively involved with the project, from joining in a craft session to selling their wares on a market stall, increasing the opportunities for exposure of your support. You will also have the opportunity to mentor any of the young people, particularly those who want to generate income and turn their ideas and creativity into a business.

You can be the main sponsor of the exclusive exhibition, inviting your clients to, and help us promote the event, increasing the exposure of the project and your involvement with it.

Product Cost £10,000

Purchase can either be 100% or shared between 2 businesses at 50% each

Anticipated social impact value of project £154,178 per group.





YOUTH VIOLENCE & TRAUMA

Working with a group of young people who are involved in, or affected by, youth violence and criminality, this project will use therapeutic art specialists to support the young people on a journey through their emotions, experiences, and memories, to enable them to express themselves positively as well as address some of the traumatic experiences they have witnessed/been involved with. The project will culminate in a display of their artwork, should they want to show their journey to an audience/family or friends.

Return On Investment:

The main benefit of this product is capturing the change, growth and nurture of the most troubled and traumatised young people in our city, turning a life of despair and hopelessness into a life full of opportunity and success. You will become a part of their story, helping them towards healing, success and opportunity, rather than a life spiralling into depression, crime and poverty.

You and your team may have the opportunity to be actively involved with the project, from joining in an art session or sharing your stories with them.

Should the young people be happy to share their work publicly, you will be the main sponsor of a unique exhibition, inviting your clients to, and helping to promote the event, increasing the exposure of the project and your involvement with it.

Product Cost £10,000

Purchase can either be 100% or shared between 2 businesses at 50% each

Anticipated social impact value of project £225,753 per group.





COMMONWEALTH GAMES FAMILY JOURNEYS

This project involves a wide variety of families creating the story of their family's journey to Nechells, whether this is generationally growing up in this neighbourhood or newly arrived in the community. One family from each different commonwealth country, will work with their own storyteller, to document their journey, and then using the written story, artists will create a representative piece of 2D artwork to be on public display, on the external windows of the Birmingham Contemporary Art Gallery, Brindley Place. Each piece of artwork can be sponsored by a business and include their company logo within the artwork.

Return On Investment:

The main benefit of this product is the link between the journeys of local people to the 2022 Commonwealth Games, and capturing the joys, fears, emotions, and physical journey – both in text and visual art. You will become a part of their visual journey as the artist will incorporate your company into the piece of artwork, which will be prominently displayed on the windows of the gallery, for all in Brindley Place to see.

If either you or a member of your team has a story to tell of a journey across the seas, you can opt to use their journey, rather than one of our Nechells' families.

You will be able to invite your clients to visit the gallery or observe from the nearby viewpoints, cafes, restaurants, canals or offices in the area. Helping us promote these artistic creations will increase the exposure of the project and your involvement with it, and subsequently the Commonwealth Games.

**Product Cost £2,000 per item,
10 items available.**

**Purchase can either be 100% or
shared between other businesses.**

**Anticipated social impact value
of project £106,353.**

HIDDEN GEMS

Working with a select group of artistic specialists, we have created a community-based project that focuses on 'Belonging', answering the question, 'do you feel like you belong in this neighbourhood?' Starting with a community open day, at the free@last centre, we will use music and food from around the world, to tingle the senses of peoples' memories of 'home'.

During this festival of culture, we will invite 10 to 12 families, from different Commonwealth countries, across the continents, to join us on a journey of discovery, exploring the route they have taken to get where they are now (either generationally growing up in Nechells or newly arrived), around the theme of belonging.

We will explore the truth around people feeling 'at home' in Nechells/Birmingham/England/GB. Once these stories have been shared and written, we will create a storybook and 2D and 3D pieces of art as representations of the work, to be shared around the community, bringing a greater sense of togetherness and cohesion.

Return On Investment:

The main benefit of this product is the impact on community cohesion and bringing different ethnic communities together, whilst exposing some of the serious issues of segregation, racism, distrust, and fear of difference, that we see in our community.

Supporting this project provides many opportunities for your company to engage with world class creatives, local families and other businesses, whilst being part of something exceptionally unique and empowering.

There will be 3 elements to this product, a) the initial around the world event at our centre, b) exploring and recording the family journeys through storytellers, and c) a large-scale community event to creatively share the stories and journeys around Nechells. You will be able to promote your business and practically join with the first and final elements of the product, should you wish – providing opportunities for your team to engage and be involved.

Product Cost:

Element 1, the world event - £10,000

Element 2, the journeys - £10,000

Element 3, the gathering - £20,000

Purchase can either be 100% or shared between several businesses

Anticipated social impact value of project £370,215.





YOUTH CHOIR

Have you watched Britain's Got Talent and seen the youth choirs, dance groups and other performers, and listened to their stories? The one thing they all have in common is their sense of belonging and unity. This is a project that provides a route for our talented young people to develop their skills and perform and/or compete. Today's young people are subjected (or choose to be subjected) to musical lyrics that are sexually explicit, degrading (particularly to women) and have lyrics that include violence, drug use/ dealing and gangster lifestyles pictured as normality. We do not want our young people to just sing, we are inspiring them to challenge the 'norm' and create positive lyrics that inspire others, increase their sense of worth and improve their self-value.

Return On Investment:

The main benefit of this product is the impact on our young people through creating a creative sense of belonging, an opportunity to perform and an exposure to the world outside of Nechells, travelling around the world to sing.

Supporting this project provides many opportunities for your company to engage with the young people and those who they perform to.

You will be able to promote your business and if the desire is there, to join with many aspects of the choir's journey, as they travel around the country to perform.

Product Cost £5,000 for 12 months

Purchase can either be 100% or shared between 2 businesses

Anticipated social impact value of project £73,929.

TECHNOLOGY

free@last has been supporting the children, young people and families in the inner city of Birmingham for over 21 years, and we are constantly reminded of the struggles we face when enabling and equipping local people to overcome their challenges. Most of the time it is like putting plasters on catastrophic bleeds, and then trying to treat the physical trauma without the resources to be effective or treat the mental trauma too.



With the passion to resolve this plaster problem once and for all we have created a strategic approach to eradicating child poverty in our community. As part of our poverty strategy, and through the challenges of Covid-19 lockdowns, we know that digital poverty is more than just having a laptop (per child) to access home learning, it's a severe lack of access to, and awareness of, modern day technology, such as AR, VR, AI, Holographic Imagery, Cloud deployments, Edge devices, future-adaptive technologic architecting, Mirrored twins and so much more. Disadvantaged communities have struggled to educate their children because families do not have the technology, the connectivity, or the knowledge of how to make it work, so the last 18 months has seen the neediest children fall even further behind, and the gap between affluent and poor become even greater. Inner-city teachers have probably never asked a child what their avatar is, but expect that outdated technology, a lack of affordable connectivity and parents with limited digital understanding will suffice home tutoring!

We are SO far behind the technological revolution, but the question is why should those in the most disadvantaged communities not be a part of the digital solution for our children's success? At the one end of our community are two universities (Aston and Birmingham City) and the Innovation Centre, where over 100 top technology development business are based. The new 'Knowledge Quarter', that is being created in Birmingham, is in our neighbourhood, and yet our children do not know an Ai from an MR, so any improvement in local resident's digital experiences, through creating a technology hub that 'wow's' people is essential to help us with our vision of eradicating poverty!

Working with free@last will provide an opportunity for you to reach the core problems of our most challenged section of society, and to shape the solutions for overcoming the technology gap. We can respond together to the immediate need for equipment, or we can nurture our children and young people into tomorrow's digital designers, and our community into a flourishing neighbourhood with technology at its centre. Our partnership is only restricted by our own imagination – and I'm sure like me, you dream big!

DIGITAL EQUALITY - PROJECTS FIGHTING DIGITAL POVERTY

As previously mentioned, people in poverty are less likely to have 'mainstream' tech devices (smartphones, laptops, printers, Alexa etc.), so a simple change is giving more tech away to them and teaching them how to use it. We have many adults and young people (who have 'slipped through the net') with limited or no technical knowledge, and so we can run computer/tech lessons – which are already funded by the West Midlands Combined Authority and Greater Birmingham Local Enterprise Programme. We just need the students, so a condition would be that they attend a course and receive a free laptop at the end.

Return On Investment:

The main benefit of this product is addressing the problem of digital poverty, right at the core of where the problems hit hardest.

Supporting this project provides many opportunities for your company to engage with local people, during the education and learning, as well as the delivery of tech items to those who engage with the programme.

There will be 3 elements to this product, a) education, b) equipment, c) education!

You will be able to promote your business and practically join with the sessions, hand over the tech and visit families to see how the technology is improving their lives.

Product Cost:

Element 1, education - £30,000 (although the courses are already provided by the education 'system', to get both them and the learners together is costly!)

Element 2, the kit - £50,000 initially

Element 3, education - £10,000

Purchase can either be 100% or shared between several businesses

Based on the figures collected during Covid, the social value of this project could have been £5,026,189, an average of £2,413 per person.





SEN (SPECIAL EDUCATIONAL NEEDS) ACCESSIBILITY TO TECHNOLOGY; ACCESS FOR ALL

Providing an easy access for all people to engage with the centre and all our activities, starting at Reception, with easy login (or a holographic receptionist!) and then a virtual tour/route around the centre for everyone to know where they are going (and include safety features, like fire exits etc.). Then in each room having interaction with MR to inspire people to use the equipment we have. E.g., in the Independent Living Flat we can show autistic young people how to cook, wash and iron etc. independently! In the DJ booth MR can teach them to DJ and how to develop their business skills for becoming a professional career DJ. In the entrepreneurial workshop we can use MR to teach young people how to use our craft tools (soap making, t-shirt printing, 3D printing, jewellery making etc). and then how to develop these skills into a money-making initiative.

Return On Investment:

The main benefit of this product is significantly addressing the problem of digital inequality, in the most innovative way.

Supporting this project provides many opportunities for your company to engage with local people, during the development, education and learning, as well as the promotion of this use of technology as the way forward for all public buildings

Product Cost £100,000

Purchase can either be 100% or shared between several businesses

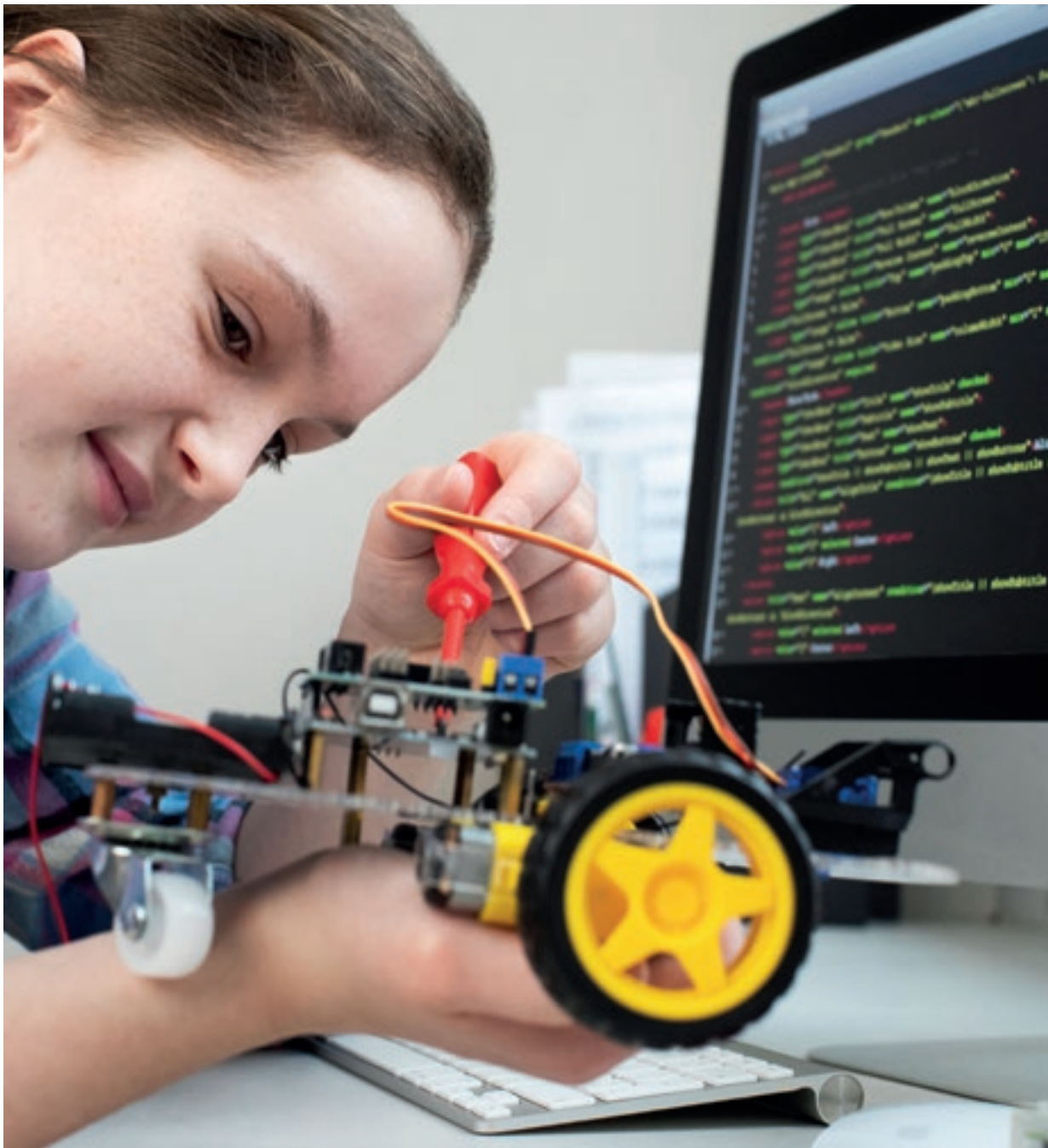
Anticipated social impact value of £3,137,160, for 10 people at £6,033 per week, per year.

DIGITAL - SOCIAL CHANGE - EMPLOYMENT SKILLS, TRAINING ETC

Using a wide range of technology will not only enable us to meet the immediate and short term needs of our communities digital poverty, it will also help us with our long term goal of eradicating child poverty.

These other examples of how we can develop technology will make a significant difference to our community and city as a whole. If you are interested in any of these products please contact us to discuss in more detail.

- Using mixed real/virtual in our meeting room, where virtual people can be present (holographic imagery) and meetings still take place - or Tedex talks can be delivered from our room, whereby the presenter stands in our building but appears on the Ted Ex stage (hologram). This can also be used for home mentoring, for those who are young carers, isolated or lack confidence to leave the home.
- Our poverty strategy has a map of 10 war zones, which would be more effective to engage with if we could use MR to show people the war zones - how each one works and then how to make the right decisions in the fight against poverty.
- Using MR to show people practical ways in which they can escape specific areas of poverty.
- Using MR to put young people into a 'real' situation when being approached by a drug dealer or a knife attack, and how they should respond. Also, how to get rich legally!
- Gaming – in the youth club (primary and secondary), we use game consoles to encourage the children to play 'nice', but they would all rather fight each other playing Fortnite. Although we do not have a problem with gaming, we need to provide a quality game that all ages can engage with and show positive behaviour. This can begin with each young person creating their own avatar and then we can discuss their attributes and behaviours (positive and negative) so they can design a game together.
- Gaming 2 – we have the concept for a game called Thug Life, that enables teenagers to think about positive and negative behaviour and how the results of their actions can lead into criminality or success. Although educational, it is subliminal in its message and has the ability to change youth culture. This can be developed using 2D, VR or MR.
- Education for YP – on a recent coach trip to Blackpool, a teenager shared naked pictures through Airdrop, causing offense to younger girls and the staff! There are many, many times that young people misuse their phones, as it is so easy to access pornography, uncensored videos, violence (knife crime/fights, even murders) – let alone suicide and grooming etc. A programme of digital appropriateness needs to be developed and implemented to teach young people the positives and dangers of technology.
- We need to research and truly understand the Digital footprint on Nechells and how this can have an impact on the reduced life expectancy of those who live in our community? Whether it's accurately measuring carbon monoxide in our community, including Spaghetti Junction, Aston Expressway and HS2 (rather than just in the Clean Air Zone) and its impact on our lives; or measuring the employability of those with limited digital literacy and their improvement into sustainable careers.
- Using technology to understand our own carbon footprint as a charity and how we can improve the environment by understanding it more – through recording and valuing the environment, canal/river systems (underwater as well), and recycling plant impact (we have 10 recycling plants in our community).



Technology can provide between £2,413 and £4,877 social impact value per person, higher if combined with other projects.

There are many, many more ideas around technology that we can work on, to improve the lives and aspirations of the children, young people, and adults who we work with. A reciprocal relationship, that meets both of our aims and vision, can be nurtured, and grow into something that significantly improve the lives of the people we work with.

We look forward to shaping our future together and turning the impossible into reality.

SPORTS & THE COMMONWEALTH GAMES

During the year 2022, the Commonwealth Games comes to the Midlands, and is centred around the Alexander Stadium, just a few miles from our community.

Even with so much exposure to the Games, residents from our disadvantaged communities may feel that they are excluded from joining in the fun and excitement, so we have put together a sporting programme that includes 29 different sporting activities, including all of those included in the Commonwealth Games 2022.

We are partnering with many sports clubs/ associations/National Governing Bodies to offer the activities, as the sporting resources in Nechells are exceptionally limited, and we will overcome the usual access restrictions by driving and chaperoning the children and young people out of Nechells, to the clubs' own facilities. This is a very exciting programme that will hopefully include taking the participants to see the sports that they have begun playing at the Commonwealth Games.

Return On Investment:

The main benefit of this product is the health benefits, in a poor area, and the introduction to sport for many children and young people, with the access to the Commonwealth Games.

Supporting this project provides many opportunities for your company to engage with a wide variety of sporting activities, young people and sports clubs/NGB's. Whether logos on shirts or your staff volunteering, there will be plenty to get you involved with one or more of the sports.

Product Cost £5,000 per sport, up until the Commonwealth Games 2022

Purchase can either be 100% or shared between several businesses, taking 1 or more of the activities.

Anticipated social impact value of project £5,593,325.





YOUNG ENTREPRENEURIAL BUSINESS

BRUM TING LTD

Brum Ting Ltd is a youth led business that evolved during the Coronavirus lockdown, by 4 teenagers aged 13 to 15. They had many a Zoom meeting with businessmen and women, who supported them to understand the various aspects of business and how to evolve their vision of having a merchandise product company for tourists and local proud Brummies alike.

Twelve months of hard work, business support, seed funding from the Martin James Foundation, website building and design from Plan {b}, video and photography from Emotive Eye and products provided by Dr Print & Thread A Pixel, have resulted in the launch of www.brumting.co.uk our online store. We are very excited about this business and even more so that we are supported by the Commonwealth Games 2022, both in terms of being a United project and also creating joint branded products.

Return On Investment:

The main benefit of this product is supporting 4 amazing teenagers on their journey towards business success.

Supporting this project provides many opportunities for your company to help the young people through business mentoring, involvement with sales opportunities and encouraging local artists to become involved.

Product Cost £5,000 to £50,000

Purchase can either be 100% or shared between several businesses

Anticipated social impact value of project £102,654 for the business, £25,663 per young person.

THE ENTREPRENEURIAL PROGRAMME

The Entrepreneurial Programme is an annual event that enables 88 Year 6 pupils to compete against each other to create a new product, design it, make a prototype, record a commercial and deliver a pitch to a panel of judges. Each group of children work with businessmen and women, who help direct their creativity and complete the task, hoping to claim the prize trophy of this year's winners. This programme gives a wonderful insight into entrepreneurialism, creativity, product design and business, exposing the children to opportunities they would not have for many years to come.



Return On Investment:

The main benefit of this product is the entrepreneurial creativity and insight to business, for primary aged children.

Supporting this project provides an opportunity for your company to engage with the children by being one or more of the group leaders, through to the media build up and reporting of this unique project, encouraging business entrepreneurialism for the very young.

Product Cost £10,000

Purchase can either be 100% or shared between 2 businesses

Anticipated social impact value of project £1,435,380.

EVENTS & FUN



THE BIG BALLOON BUILD

As part of the world's Christmas celebrations, we are bringing 55 specialist balloon artists together, from around the world, to blow up 110,000 balloons, and turn them into a creative phenomenal piece of artwork, The Nutcracker.

During this festive time, people will be able to visit the only balloon art project of this kind and size in the world, this year. And then to be treated to 4 scenes of the Nutcracker, by an amazing, local theatrical company BMOS, or wonder around the visual delights and meet Father Christmas at the end.

This will be of national interest for the media and a sure winner for kids and families alike.

Return On Investment:

The main benefit of this product is the international and national exposure of a unique and exciting Christmas event. The sponsors will have their logos placed around the venue as well as in the programme and signage around the event. When the media interviews and stories are written, the sponsors will be included and given as much exposure as possible.

Sponsors will be invited to an exclusive preview event, where they will exclusively be a part of the theatrical evening, where sponsors and the media, as well as the balloon art builders, will have an amazing evening together.

Product Cost £50,000

Purchase can either be 100% or shared between 4 businesses, each purchasing 1 of the 4 'stages' of the balloon build.

Anticipated social impact value of event is to support 340 children and reach an anticipated entrance of up to 10,000 visitors.

THE GREAT BRITISH BALL RELIEF

On the 21st January 2022 we will be holding a hybrid entertainment evening, hosted by the amazing Ben Halin, with Jess Robinson and Steve Hewlett performing. The live event, at free@last's centre, will be a live event for sponsors, and the virtual event can be accessed by anyone around the world. Ticket sales will be through the online booking company Ticketsellers, and the audience will simply plug their laptop into their home TV and enjoy an hour of fun and entertainment, whilst raising money for free@last. The main event will include our very own young people performing an amazing singing set, adding to an evening set to be the highlight of our year.

Return On Investment:

The main benefit of this product is exposure for your business, not only during the build-up to the evening, and during the event itself, but also having the event recorded and available to watch for a further 6 months.

Supporting this event provides many opportunities for your company to engage with world class creatives, local families, and other businesses, whilst being part of something exceptionally unique and empowering.

Product Cost £40,000

Purchase can either be 100% or shared between several businesses

Anticipated social impact value of event is to support 170 children.





THE BIG BUILD BALL

Our annual black-tie event is a special time for us to gather our friends, supporters, and young people in an intimate setting, for a time of fun, food, and fundraising.

Our new venue for 2022 is Edgbaston Park Hotel, a brand-new hotel on the site of Birmingham University, which we are thoroughly looking forward to, on 1st April.

The event is organised by All-in-All Events and has a format of entertainment, storytelling and fundraising opportunities, giving the perfect balance of evening's enjoyment.

Return On Investment:

The main benefit of this product is headlining the annual celebration of free@last, with all our friends and supporters being present. All the usual opportunities for spotlighting the sponsors is wide and varied, which will all be organised and managed by the event organisers, All in All Events.

Product Cost £20,000

Purchase can either be 100% or shared between 3 businesses, 1 x £10k and 2 x £5k

Anticipated social impact value of event is to support 85 children.



PUTT FOR POVERTY

free@last has an annual golf day, but Putt for Poverty is a golf fundraiser on steroids! Image the usual 18-hole golf tournament, with a shotgun start at your local golf club.

Now image if, at the sound of the gun, golfers on a hundred golf courses around the country are all teeing off in order to raise awareness and funds to help the journey/process of many of our young people, to escape poverty. Putt for Poverty will involve over 7,000 golfers, from around the country, supporting the eradication of child poverty in our city.

Return On Investment:

The main benefit of this product is the national exposure of this event, both to the golfers, and potentially the media (as we intend involving celebrity players), supporting the eradication of child poverty.

Supporting this project provides many opportunities for your company to be represented at all the golf clubs involved, as a coordinated promotion will spread across the clubs. You will be able to enter teams and provide merchandise and literature, about your business, in all the goodie bags across the event.

Product Cost £20,000

Purchase can either be 100% or shared between several businesses

Anticipated social impact value of event is to support between 885 and 2,210 people.

THE ODDBALL RUN

Two days of driving, laughing and completing an array of crazy challenges, all in fancy dress! How can this not be a great way to spend quality time with your friends, colleagues or even clients, whilst at the same way raising money for free@last. Each team has their own car (any car will do) and they dress up in outrageous costumes, following a given direction towards the half way point.

All the challenges are given to the teams each day, and are scored by the amount of challenges completed. A night out on the town separates the 2 days of challenges, as well as a driving experience with a professional rally driver.

You will not laugh as much as you will on the Oddball Run, so start thinking of who you're going to be!

Return On Investment:

The main benefit of this product is supporting a fun based challenge, with your company's logos on the cars, cohesion and bringing different ethnic communities together, whilst exposing some of the serious issues of segregation, racism, distrust, and fear of difference, that we see in our community.

Enter a team and entertain your clients in an event that's like no other. Explore the many social media based opportunities over the 2 days, to get great exposure of your business having fun, whilst supporting a great cause.

Product Cost £10,000

Purchase can either be 100% or shared between 4 businesses

Anticipated social impact value of event, once it has paid for a minibus, is around 600 – 800 people.





OJOS DEL SALADO

Mountain challenges have been a part of free@last life for all its history. In 2019, 8 trepid explorers took on our biggest challenge to date and climbed Mount Kilimanjaro, raising money for some great causes, including free@last.

We took the Lemosho route, taking 8 days to complete, and had many, many challenges to overcome, but we all reached the summit in elation! The next mountain challenge must be even bigger, so we are climbing Ojos Del Salado, the world's highest LIVE volcano!

Situated deep in the Chilean region of Altiplano, the driest spot on the planet, and standing at 6893 metres, this is a long and gruelling challenge, and the highest non Alpine climb in the world. We are hoping to take on this challenge in January 2023.

Return On Investment:

The main benefit of this product is the size of the challenge and length of the build up time to promote your business. During the proceeding months, we will be completing many smaller challenges to prepare for this and will involve you as we interview the climbers and sponsors.

Supporting this project provides many opportunities for your company to engage with the climbers and to even join the climbing team and place your own company flag on the summit!



Product Cost £50,000

Purchase can either be 100% or shared between 5 businesses

Anticipated social impact value of event is to support 210 children.



LEGAL, ADVICE & SUPPORT

There are so many issues raised in our community that need specialist advice and guidance to overcome them. For over 13 years we have provided debt and benefit advice for local people, reducing debt and increasing benefit entitlement to over £25 million pound. Many of the stresses, anxieties and strains that families in poverty face is the lack of help and support to work through the many daily challenges they face, and we need to expand our advice and guidance to include a Law Clinic.

The main focus of the clinic will be family law and housing law, as these are the greatest needs at the current time. When you are in a state of hopelessness, and the only access to help costs you money, which you don't have, you only spiral further down the desperation pathway. Our Advice, Guidance and Legal Clinics will address the specific issues and relieve the stress that builds in family life, reducing the additional problems caused.

As well as advice and guidance, we are working towards providing a community wide Money Management programme (Youth Bank, Credit Union, Financial Literacy and Financial Independence Programme), employability support, therapy and counselling services too.

Return On Investment:

The main benefit of this product is the impact on the neediest people in our community, receiving the vital support, that is otherwise unavailable. This product is not so much about the amount of exposure you will receive, but the knowledge that your company is making the biggest difference to the people of Nechells.

Supporting this project provides limited opportunities – unless your business is one that can provide volunteers (advisers or admin support), but we will always include you in all our publicity, where appropriate.

Product Cost £20,000

Purchase can either be 100% or shared between several businesses

Anticipated social impact value of project £740,582 per annum.



WHAT TO DO NEXT?

IF YOU WOULD LIKE TO **MAKE A DONATION** TOWARDS ANY OF THE ITEMS, **WITHOUT PURCHASING A PRODUCT**, YOU CAN SIMPLY SEND A BANK TRANSFER TO THE FOLLOWING ACCOUNT:

Account: free@last
Sort Code: 40.47.11
Number: 02386062

If you would like a receipt, acknowledgment or something else, please email jstreet@freeatlast.st informing John of your donation and requests.

If you want to **make a purchase towards several items**, you have the option of **becoming a named patron**, which will enable us to **put your brand on everything** we use.

Please email Jstreet@freeatlast.st for more information, or call John on 07971000598.

Supporting free@last, as a local charity improving the lives of the children and young people of Nechells, or as an organisation working to eradicate poverty (using a replicable strategy for implementation around the world), you join a team of individuals and businesses on a collective journey to success.

WE VALUE EVERYONE INVOLVED WITH US AND LOOK FORWARD TO YOU JOINING THE FREE@LAST FAMILY.





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