



# Partnership Offering

Collaborative networking for grassroots social innovation

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## Welcome

A Scottish charity, People Know How aims to improve wellbeing across communities by supporting people to overcome barriers and thrive. We support all parts of the community, including children, young people, families and adults, running services and campaigns that place people at the centre, making their voices heard to overcome barriers and solve social issues.

Our name is derived from the principle that *people know how* to identify their needs and the solutions that will help them fulfil their potential and solve social issues. As a result, our services were developed from the ideas of those we support, addressing current needs and continually evolving through ongoing consultation, research and collaboration.

As a multi-award-winning charity, our unique service offering is grassroots social innovation, supporting and empowering individuals and organisations to unlock their ideas for a brighter future.

- Our work is developed through our cyclical social innovation model; we ask, evidence, do and share, and use our learning from this to campaign, influence and research on a national scale
- Partnerships and collaborative engagements have clearer goals and communication, hence more effective results
- Sharing resources, utilising knowledge, and drawing on experiences from local people helps create shared and innovative outcomes and deliver positive change

## Why support us

We aim to help businesses stand out from the crowd by demonstrating their grassroots place-based support for disadvantaged and vulnerable groups in their nearby community.

Our Partnership Offering includes opportunities to boost employee morale via employee volunteering and pro-bono opportunities, and via public relations opportunities, working with businesses to identify opportunities to secure press and social coverage to raise the company profile and enhance reputation as a socially responsible business.

## What we aspire to do

- Play a significant part in improving social and financial wellbeing and enhancing positive outcomes for children, young people, adults and families across Scotland
- Unify communities to share specialisms, connecting social responsibilities across sectors
- Enable businesses large and small to experience what we offer by engaging in our work through volunteering and/or joining our mission through corporate sponsorship
- Find partners whose values align with ours, working together for grassroots social change and creating collaborative, sustainable partnerships for short and long-term impact

## How we can help you

- Our Partnership Offering is flexible and accommodating to the needs of your Corporate Social Responsibility strategy, including different scales of sponsorship, employee volunteering, cause-related marketing, team building and pro-bono support.
- Our distinct offers will help you promote team building and employee engagement, encouraging creativity and bringing new perspectives, skills and motivation to your people.
- Engaging in our vision, mission and values and their impact on your local community is an effective way to project a value-led corporate image internally and externally, modelling positive impact through tangible partnership activities and story-sharing for all your employees.
- Our expert Communications team will work with you to highlight your contribution and to say thanks to your teams; from showcasing you across our social media channels to featuring you on our website, we will let your team know the social change they have helped us achieve.



Help children and young people thrive in school, via holistic support

## Help children and young people to thrive in school, via holistic support

Our Positive Transitions service supports children, young people and their families in the transition from primary to secondary school. The service coordinates with schools, social workers and families to provide holistic support to children and young people (aged 10 to 13) as they prepare to leave primary school.

We identify appropriate support during and outside of school, including therapeutic care, and coordinate with external partners (schools, local authorities, government, and academic institutions) to find the best toolkit to support every child in Scotland to make a positive transition. This is not a universal service.

Out of the 310 children and young people we supported from 2022 to 2023, over a quarter were diagnosed with anxiety. The majority of children and young people have multiple diagnoses, including 27% anxiety, 19% ASD, 10% ADHD, and 7% physical problems. Other issues detailed by the referrer include mental health, many on the Child and Adolescent Mental Health Services (CAMHS) waiting list or receiving ongoing support by CAMHS, as well as family concerns, including parental substance abuse, parental bereavement or parental separation.

Find out more about the service at [peopleknowhow/positive-transitions](https://peopleknowhow/positive-transitions)



**Book a Team Talk:** Many parents in your team strive to support their children and young people in life, particularly during school transitions. That's our area of expertise. A Team Talk will provide expert tips, an opportunity to share ideas and a focus on wellbeing support for the whole family.

**Support young people to learn about the world of work:** Many young people we support are not familiar with the business world. Providing insights, an office visit and understanding about the corporate sector helps create a vision and aspirations for the future.

**Sponsor a holiday club:** Holiday clubs provide activities outside of school for children and young people with specific health and financial issues to improve individual and family wellbeing.

**Support a group of children and young people in a local school:** Sponsor for 1 to 2 years (P7 and/or S1), supporting children and young people referred by schools where an increasing need for therapeutic support has been highlighted as essential for a positive transition.

Listen to a Team Talk as part of a wider health and wellbeing offer.

£200

Provide a travel fund (e.g. taxi) to pick up children, young people and families from rural and remote areas so they can join our groups and clubs, facilitating accessibility and inclusion.

£1,000

Support one of our projects supporting children and young people in the Lothians over a full academic year (Edinburgh, East Lothian and Midlothian).

£2,000

Help adults and families thrive in life, via digital support

## Help adults and families thrive in life, via digital support

Our Reconnect service supports adults and families in Edinburgh and the Lothians to improve their wellbeing by increasing digital and social inclusion. We use a three-faceted approach to digital inclusion, providing support through digital groups, one-to-one, and through the national Connecting Scotland digital support helpline. Through these interventions, we help improve financial health, connect with communities, access support networks in addiction recovery, find opportunities for education and employment, and more.

On a local level, we partner with community organisations to bring digital and wellbeing support directly to grassroots communities. We aim to help adults and families improve their social and financial wellbeing and remove the fear and stigma of social issues (including the cost of living, social isolation, and digital exclusion).

Using our findings from our work on a local level, we also deliver Connecting Scotland's national helpline, run our national Connecting Scotland campaign to end data poverty, and carry out research into digital exclusion in partnership with institutions, including the University of Edinburgh and Good Things Foundation.

Find out more about the service at [peopleknowhow.org/reconnect](https://peopleknowhow.org/reconnect)



**Book a Team Talk:** We all know someone struggling with the fast-changing digital environment. In this 90-minute talk, our team illustrates simple ways your employees can guide someone through the 'digital maze' and make digital helpful, affordable and enjoyable.

**Support young people to learn about the world of work:** Many young people we support are not familiar with the business world. Providing insights, an office visit and understanding about the corporate sector helps create a vision and aspirations for the future.

**Volunteer to support people with digital:** Join the Reconnect team to provide bespoke digital and wellbeing support as an in-person Digital Support Volunteer or Helpline Volunteer; or as a Volunteer Trainer, sharing your time, expertise, and knowledge in digital fields such as AI and data security.

**Sponsor Reconnect digital support:** Support our Reconnect digital groups (based in your local community hub, organisation or library). Providing support to some of the 100,000 people (one in 10) in Edinburgh digitally excluded due to the cost, skills and accessibility of our digital world.

Listen to a Team Talk, face-to-face or digitally, to inspire your team to become digital supporters.

£200

Enable us to promote our support to communities via flyers, social media and direct one-to-one contact.

£500

Set up and sustain a weekly Reconnect digital group local to you. Your company name will feature in our communications, and we'll support you to promote our partnership.

£5,000



Help communities thrive, via collaborative community support

## Help communities thrive, via collaborative community support

All Aboard is a canal boat run by People Know How and Polwarth Parish Church on the picturesque Union Canal, a hidden gem in the heart of Edinburgh. The boat hosts unique trips for community groups and organisations to improve wellbeing, socialise and discover new experiences surrounded by nature.

The trips we host cover a variety of themes and are run by our team of All Aboard volunteers. The boat offers a unique volunteering experience as a crew member or helmsperson. Past trips have included music concerts, art exhibitions, fundraising events supporting refugees, learning to cook, cleaning up the canal, science clubs for children, and more.

All Aboard trips start at the Polwarth Pontoon behind Polwarth Parish Church at 36-38 Polwarth Terrace. The boat then turns at the Slateford Aqueduct and the Lochrin Quay. Trips typically take 2 hours and can accommodate up to 12 passengers.

Supporting this initiative directly contributes to strengthening the bonds that make Edinburgh's communities thrive.

Find out more about the canal boat at [peopleknowhow.org/all-aboard](https://peopleknowhow.org/all-aboard)





**Gain a unique volunteering experience:** Volunteer as a helmsperson or crew member and train to become an All Aboard volunteer for weekdays, weekends and/or holidays.

**Volunteer as a team:** Run team volunteering days on the All Aboard canal boat with the help of our team, including 'Mucking-In for mental wellbeing,' cleaning up the canal, or 'Cooking on the Canal' with partner organisations, sharing ways of cooking affordable, healthy food in a small kitchen!

**Become a lead sponsor of All Aboard:** Become part of the team with your logo on the All Aboard canal boat for all to see, evidencing your support for community engagement in a nurturing environment and offering your employees some wellbeing volunteering opportunities.

Venue hire for half a day (9:30am to 12:30pm or 1pm to 4pm) for up to 12 people.

£200

Donate to cover one month of staff time and materials plus a contribution to our ongoing costs, helping us continue to support local communities.

£500

A social event for your team - a fun, engaging day, helping to clean up the canal via our partner boat, Lochrin.

£500

A range of sponsorship packages including a variety of benefits including high visibility of your logo and exclusive events for your team.

Up to £3,000

Help us build cross-sectoral collaboration for positive social change

## Help us build cross-sectoral collaboration for positive social change

### Events

Our events bring the academic, third, public and business sectors together to identify solutions to social issues. In this way, we can achieve change on a national scale and improve the lives of people across Scotland through cross-sectoral collaboration.

Find out more about our events at [peopleknowhow.org/events](https://peopleknowhow.org/events)

### Our VIP community

Joining our team comes in many different forms, and we call this community our VIPs – Volunteers, Interns and Placement students. Our VIPs are indispensable to our services, and everyone is welcome. Volunteers support our projects in various ways, including supporting us in running and maintaining the All Aboard canal boat, supporting a young person, or providing digital support on our helpline or at a digital group in the community. Our interns and placement students also provide support across our services, some coming from abroad for experience, others completing a degree in arts therapies or social work.

Find out more about our VIPs at [peopleknowhow/join-our-team](https://peopleknowhow.org/join-our-team)



**Volunteer as a team:** Run team volunteering days on the All Aboard canal boat with the help of our team, including 'Mucking-In for mental wellbeing,' cleaning up the canal, or 'Cooking on the Canal' with partner organisations, sharing ways of cooking affordable, healthy food in a small kitchen!

**Employee volunteering:** Help out in our direct service offering, or become a Trustee or Committee member and provide new insights and expertise into our operational and grassroots projects.

**Skills-based volunteering:** As an expanding charity, we have a range of projects which would benefit from expert advice, including finance, marketing, HR, and AI/tech skills.

**Support us via donations:** Your generosity can make a meaningful impact! By supporting us through direct donations, you will be contributing directly to our cause and helping us create positive change in the lives of those in need. Join us in making a difference, today!

Visit [peopleknowhow.org/donate](https://peopleknowhow.org/donate) and explore the various ways of donating, including supporting local projects via participatory budgeting, crowdfunding campaigns, the Big Give Challenge, Community Lotteries, and Give as You Live.

£20

Sponsor a piece of research contributing towards £5000, which is the cost of hiring a PhD Student from a top-class University.

£1,000

Sponsor a 12-week paid internship to carry out research. Your logo will be included in the final article to be shared nationally by the academic institution and People Know How via various platforms.

£2,000



# Thank you

Thank you so much for supporting our work and helping children, young people, adults and families in communities across Scotland.

If you have any further questions please contact us at:

[fundraising@peopleknowhow.org](mailto:fundraising@peopleknowhow.org)

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 People Know How

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