



CORPORATE PARTNERSHIPS



WHO WE ARE



The Literacy Pirates exists to improve the reading, writing, confidence and perseverance of children who are falling behind in school and have fewer opportunities, so they can achieve at school and beyond.

We want to narrow the educational attainment gap for children.

The Literacy Pirates was founded in 2011 by a teacher working in Hackney, driven to find a way to support children who were falling behind at school. Recognising the willingness of Londoners to help, she gathered a group of people committed to finding a solution. The charity evolved from one-off, pop-up workshops to providing a structured programme that embeds fun within a proven framework of support.

In an inclusive learning environment children benefit from regular one to one supported reading and writing sessions alongside tangible creative projects.

We see the impact that increased attention and relentless positivity has on the children as their self-esteem and confidence increases alongside their literacy and learning skills.

WHY OUR WORK IS NEEDED



The ability to read and write is vital to a child fulfilling their potential.

Low literacy affects ability to achieve across all subjects which can lead to disengagement and potentially exclusion, truancy and poor educational outcomes, which in turn affects employment prospects when leaving school. Low literacy leads to poor outcomes across a range of subjects and a lack of self-esteem.

We know that a person with poor literacy is twice as likely to be unemployed by the age of 34, and three times more likely to have mental health issues as adults. In every classroom there are children quietly underachieving due to circumstances beyond their control such as family poverty, limitations within schools and a lack of support at home.

We work closely with our partner schools to ensure that we reach the children who need our support the most.

Teachers refer children who:

- **Are falling behind**, or at risk of falling behind, age-related expectations in literacy.
- **Have fewer opportunities** than their more advantaged peers, such as receiving free school meals.
- **Face additional barriers** to educational attainment, such as speaking English as an additional language, or having a mild learning difficulty.

HOW WE MAKE A DIFFERENCE

We provide high quality, after-school learning programmes created and delivered by experienced teachers.

Children receive the personalised attention they badly need, in our specially created **positive learning environments**.

During each session children read with a **trained volunteer** and take part in activities structured around drafting and redrafting a piece of creative writing.

We believe that children learn best when working towards tangible outcomes. Therefore, each term we **publish their work** in high quality books, apps and films.

.....

Our programme improves outcomes for the children we support by developing their literacy, confidence and perseverance.

- On average, children on our programme make 15 months progress in their reading ages, in just 9 months.
- 90% of parents 'agree' or 'strongly agree' that Literacy Pirates had an impact on their child's confidence.
- Teachers report increases and improvements in all perseverance behaviours we measure.

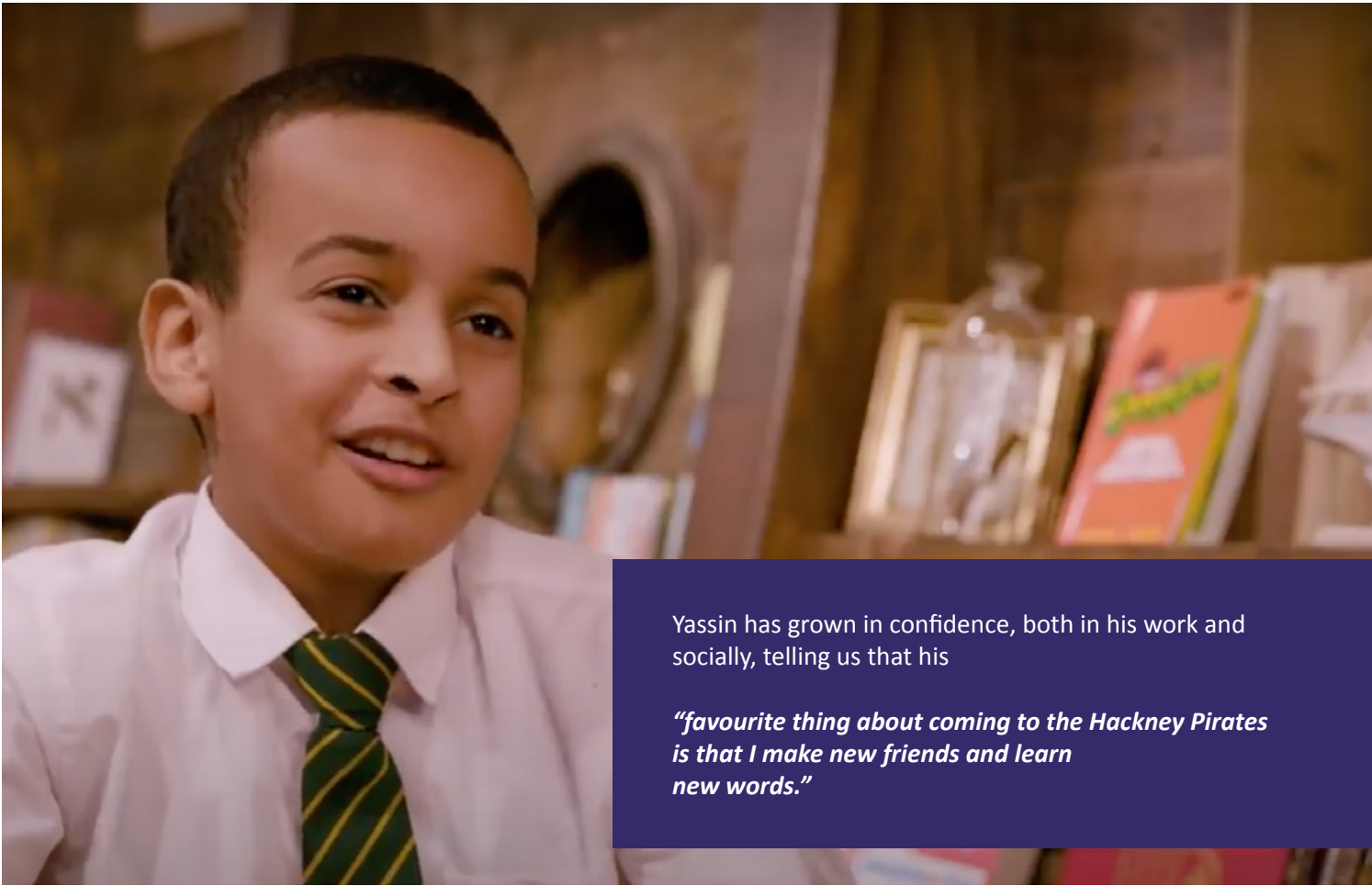
Data from 2020-21 Impact Report.



"Dulcie is more confident in her abilities, especially spelling and writing longer and more complex pieces of work."

Young Pirate Dulcie's parent

YASSIN'S STORY



Yassin has grown in confidence, both in his work and socially, telling us that his

"favourite thing about coming to the Hackney Pirates is that I make new friends and learn new words."

Young Pirate Yassin was referred to our programme as his teachers felt he would benefit from a boost to his confidence and some encouragement to develop his reading and writing skills.

When Yassin joined us in September he was more than two years behind in his reading age, and did not particularly enjoy reading or writing.

Yassin quickly settled into the Ship and has a high attendance rate of almost 100%. During his time with us he put in a huge amount of effort into his writing, pushing himself even when it was tough, and writing a fantastic poem and story which we published in a book.

Friends and family joined us to celebrate Yassin and his fellow Young Pirates at a special book launch event.

The experience has nurtured in him a love of writing and he has said: *"I love writing because it's enjoyable"*.

In November, Yassin was chosen to be interviewed for a short video about the book project for our corporate partners Amazon. Although he was nervous at the start, and has never really spoken in public, he found his confidence.

He was very proud of his performance, and so were we, he did a fantastic job!

CORPORATE PARTNERSHIPS AT THE LITERACY PIRATES

Every partnership is unique and can include just one, or a combination of the following.

.....



Financial Support for the Learning Programme



Regular Volunteering in person or virtually



One-off Volunteering and Pro-bono support



Digital Partnerships



Employee Engagement and staff fundraising



Co-creation



Our Corporate Partners' support is key to the impact we deliver, and an important part of our growth plans, as we expand into new areas and work with more children who need us, year on year.

We know that the most impactful partnerships are bespoke and individual, allowing our relationship to develop and grow over time.

Some of our partners have volunteered with us regularly for years, others provide invaluable pro-bono support, or have chosen us as their 'charity of the year'.

Read on to explore the different ways we can work together to achieve our mission.





Financial Support

Financial support from our corporate partners can take many forms, ranging from one-off donations, staff fundraising and payroll giving, through to multi-year grants.

Donations can be dedicated towards a specific project, venue, or go towards the running costs of our overall Learning Programme.

Regular volunteering opportunities

Make a direct impact on our Young Pirates by volunteering at our in-person Ships, in Hackney and Haringey, or online on our Virtual Ship.

Our sessions run from 3.45-6.45pm, Monday to Friday, and we deliver training online, along with a free DBS check.

We know flexibility is key, so we only ask for a six-session commitment, to accommodate busy schedules.



One-off volunteering opportunities

Make a real difference without a regular time commitment.

'Pirate Fan Mail' is designed to give Young Pirates an extra confidence boost by sharing with them a supportive letter of praise from someone who has read and admired their work. A highly flexible opportunity that can be tailored to any group size, from 5 to 100!

We also look to our partners for specialist pro-bono support as needs arise.

Digital partnerships

As we grow our reach and deepen our impact through our Virtual Ship, we are looking to continue innovating and improving our digital offer.

We are looking for value-aligned organisations to support our work through refurbished laptop donations and digital expertise.

Together we can make a huge difference to children across the country.



Employee engagement

We work closely with our partners to get their staff excited and engaged in our mission.

From fun-filled lunch & learns and bespoke volunteer training sessions, to personalised support with sponsored events like local half-marathons and the Three Peaks Challenge.

We know exactly how to get everyone excited to jump aboard!

Co-creation

From big adventures, such as launching a brand-new Ship, to smaller collaborations on Young Pirate holiday workshop, we are always on the lookout for opportunities to co-create with our valued partners.

Most recently we collaborated with our partners Kekst CNC, to pilot and launch our one-off volunteering programme, *'Pirate Fan Mail'*.



RECENT PARTNERSHIPS



Kekst CNC

Since 2019 we have built a relationship with Kekst CNC, a leading global strategic communications consultancy, and were honoured that they picked us as their charity partner for 2020-21. As well as being their official partner, their team has raised money for our work by holding various fundraising events including a 'Run to Penzance' and a 'Walk the Plank' swimming challenge.

We also collaborated with Kekst CNC on the pilot of our one-off volunteering programme, 'Pirate Fan Mail' in early 2021. Their letters of praise to our Young Pirates were such a success that we now have this project as a dedicated volunteering opportunity.

Colt Technology Services

Our partnership with Colt Technology Services officially began in 2021, with their staff coming aboard as volunteer crewmates on our Virtual Ship, supporting the Young Pirates with their reading and writing.

Over the year, our relationship developed and Colt helped us to combat the digital divide, which was exacerbated by the pandemic, by donating over 50 laptops to help support our Young Pirates attending our Virtual Ship from September 2021.

Colt are also raising money for us across the year through a number of fundraising initiatives.



”

Our partnership with Literacy Pirates has helped us to engage our entire employee base here in the UK to volunteer and fundraise. The work done by the organisation and passion on show from every single member of the team is truly infectious and has inspired us to do more as a business and individuals.

-

Patrick Godden

UK Head of CSR at Colt Technologies Services

”

Pirate fan mail was a really quick, fun, rewarding and flexible way of finding time to volunteer around a very demanding work life. I hope the young pirates enjoy their letters as much as we loved writing them.

-

Kate King

Corporate Volunteer from Bain Capital

Get in touch to start your adventure...

Isobel Williams
Corporate Partnerships Team
isobel.williams@literacypirates.org | 020 3327 1777



The Literacy Pirates, 136-138 Kingsland High Street, E8 2NS, London
Charity number: 1145115 | Company no. 7790039

WWW.LITERACYPIRATES.ORG

@LiteracyPirates   