



TRANSFORMING LIVES  
THROUGH EDUCATION

*CORPORATE PITCH DECK*



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*SCHOOL IN A BAG - The global importance of how we work with fundraising partners to help fulfil their Corporate Social Responsibility (CSR) and Environmental, Social and Governance (ESG) programs.*





*School in a Bag fund and distribute numbered, trackable SchoolBags to disadvantaged, disaster-affected and displaced children around the world.*
















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# SOLUTION

Contents enable a child to write, draw, colour, calculate, express themselves, eat, drink, wash, clean themselves and above all learn.



-  A rucksack with a front pocket, two bottle pockets, a reflective strip and an internal sleeve
-  Plain/Lined/Square Exercise Books
-  12 Colouring Pencils
-  12 Pencils
-  Pencil case with Biro
-  Math Set with a Sharpener
-  30cm Ruler
-  LunchBox with Spork
-  Water Bottle
-  Water Filter
-  Flannel
-  Toothbrush + Toothpaste
-  Wash Bag and Soap

- \* Contents are always brand new
- \* Every SchoolBag is the same



# SCHOOLBAG VARIATIONS & GLOBAL PRESENCE



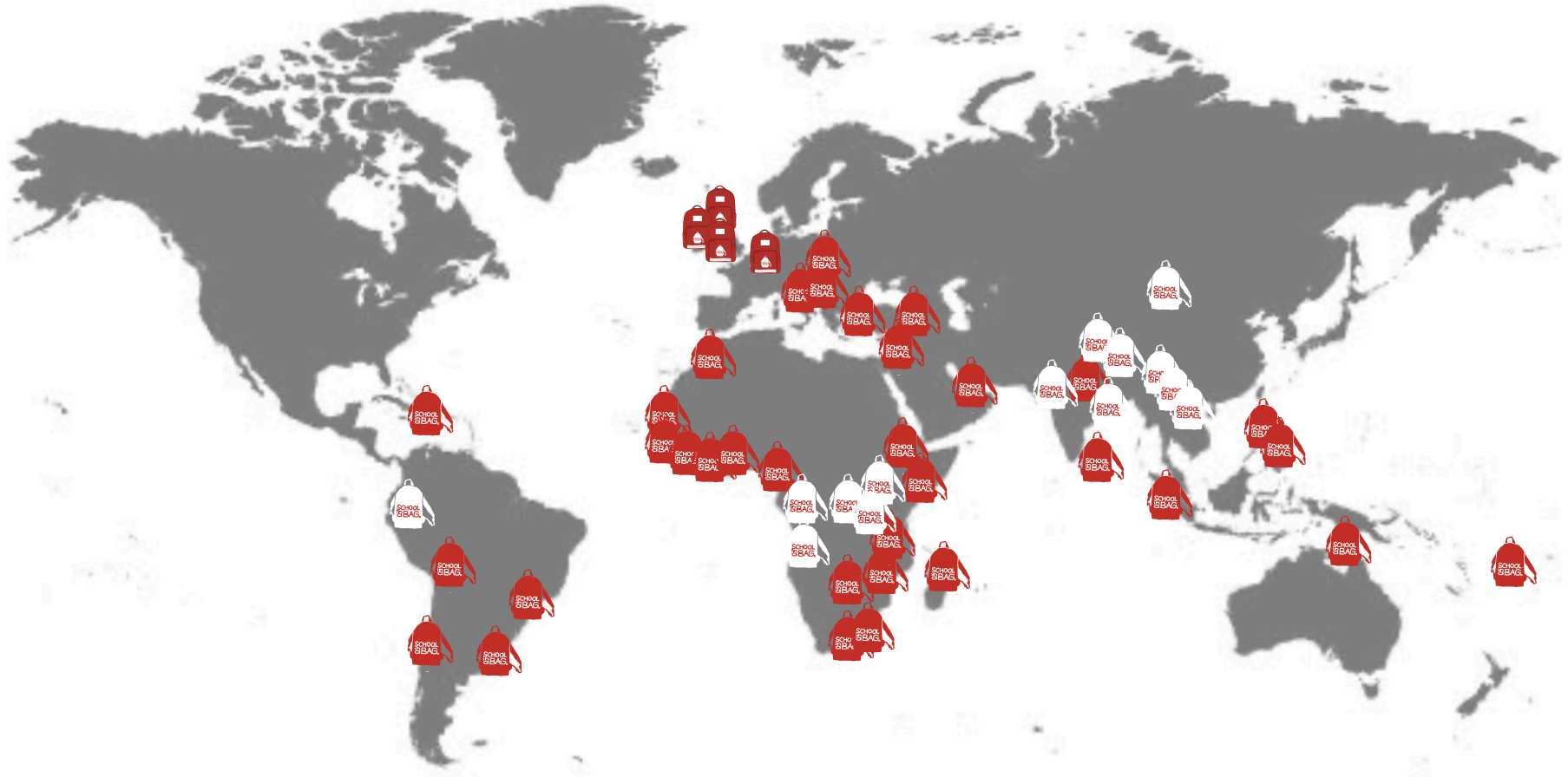
International – The classic original red numbered, trackable SchoolBag, packed in the UK and shipped out to distribution partners.



In Country – Numbered and trackable SchoolBags are sourced, procured and packed at the heart of the project by our distribution partners using money sent by SIAB.



Refugee – An unbranded and non-numbered SchoolBag for children seeking refuge in the UK and Ireland. SchoolBags are unbranded and non-numbered so the children do not stand out as charity beneficiaries.



# IMPACT & EFFECTIVENESS

163,000+ packed SchoolBags across 61 Countries worldwide



DONORS

BENEFICIARIES



# IMPACT & EFFECTIVENESS + SUSTAINABLE DEVELOPMENT GOALS

## 4. QUALITY EDUCATION



x7 2013



x30 2014

Msambweni Primary School

Msambweni Secondary School

Msambweni Primary School, KENYA



At Msambweni Primary School, near Mombassa in Kenya only 7 students in 2013 achieved the grade to transfer on to secondary school. For those who didn't, their education journey finished aged 11. In 2014, SchoolBags were distributed and all 30 in the class achieved the grade to go to secondary school.

Why? Because they had the contents of the SchoolBags to help them attain a fuller education and their learning was not limited to trying to mentally remember the information.

## 4. QUALITY EDUCATION



INDIAN PRIMARY + SECONDARY SCHOOLS SINCE 2016

Partners: 

	BEFORE SCHOOLBAGS - IN %	AFTER SCHOOLBAGS - IN %
ATTENDANCE:	Attendance in Girls	19% Increased Attendance in Girls
	Attendance in Boys	32% Increased Attendance in boys
	Total attendance in Boys & Girls	51% Total attendance in Boys & Girls
GRADES:	Students passed with grade 1	12% Students passed with grade 1
	Students passed with grade 2	17% Students passed with grade 2
	Total pass percentage	29% Total Pass percentage

Since 2016, SIAB partners in India have been monitoring the effectiveness of SchoolBags across Primary and Secondary school aged children.

The % increase in children achieving grades 1+2 (top grades) has increased from 29% to 89%.

The attendance across all schools has increased from 51% to 97%.

Why? SchoolBags give children a reason to go to school.



Help School in a Bag tackle four of the United Nations Sustainable Development Goals by 2030 and integrate the importance of helping others regardless of race, ethnicity, religion, gender and social economic background to your workforce.





SCHOOL  
in a BAG

SCHOOL  
in a BAG

HB rubber tipped pencil

HB rubber tipped pencil

Handwritten text on a wall poster, including the letters "ANW" and "h".



Salesforce employees packing SchoolBags in their London office

## CSR: PARTNERING WITH CORPORATE FUNDERS

School in a Bag is a UK registered charity (1186357) and a Limited Company (119166240) registered in England and Wales, born out of the Piers Simon Appeal Charity (1109503) set up in memory of Piers Simon who died in the Indian Ocean Tsunami in 2004.

# THE PARTNERSHIP

## THE INTRODUCTION

Partnering with School in a Bag to fulfil a Corporate Social Responsibility program is a two way relationship and we strive to be as integrated as possible throughout the whole process. Whether in-person, or electronically, we always prefer the opportunity to present to you from the outset so that employees and staff can learn first hand the global importance of educating the next generation and see the difference a corporate contribution can make. Presentations can be organised at the time to suit our partners to cause minimal disruption to the working day.

Here is how a tried and tested partnership works....

## THE PROCESS...



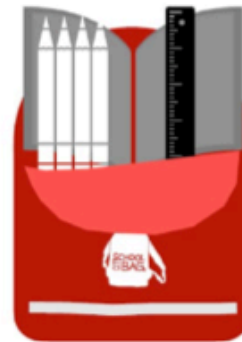
### INFORM

School in a Bag can visit you with or run a digital meeting to inform your colleagues and clients all about School in a Bag. To get your campaign underway, we can provide you with resources to help promote the partnership.



### FUND

We can work with you to generate tried and tested fundraising ideas and events. Your company will work to fund as many SchoolBags as possible - each one is just £30!



### PACK

Your company will get the chance to pack the SchoolBags with a member of the SIAB team, providing a practical, hands on experience



### EDUCATE

Your SchoolBags are then shipped out and distributed using one of our partners who have identified the beneficiaries of your fundraising efforts.



### TRACK

Using our numbering method, you will be able to track exactly where in the world your SchoolBags went. Through data recorded by our partners on the ground, you will be able to learn about the children

# CASE STUDY: BLAKE ENVELOPES

In 2017, Blake Envelopes approached us to ask if we could help implement a CSR program for them that had impact and measurable results. They created a School in a Bag day in the office where employees wore red and alongside packing 200 SchoolBags, a proportion of the profits raised from the day would be donated. The sales team were given SIAB fact cards and their clients were encouraged to bulk order on that day to increase the profit margin. They doubled their daily total and they kickstarted their CSR program off with an impressive £13,000.

Their CSR campaign has grown in to the Blake Foundation working on their mission to 'Give Hope Through Education' and SchoolBags are funded bi-annually!



**Blake**

ENVELOPES  
& PACKAGING

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SchoolBags fund by Blake Envelopes that were sourced, packed and distributed in Iringa, Tanzania

**Blake**  
ENVELOPES  
& PACKAGING

## COMPANY BRANDING

When your SchoolBags are handed out, our distribution partners are able to include your company branding within the images, taking your business right to the very heart of the project. Images like the one above in Tanzania, are such a bright and visual way to show your achievements to the team and clients who may well have supported your campaign.

In projects where your SchoolBags are sourced In Country, our partners are often able to include you logo on each SchoolBag providing a permanence to your campaign with School in a Bag.

# FUNDRAISING - WHAT CAN YOUR COMPANY DO?



## PAYROLL GIVING

Encourage employees to make a monthly donation to School in a Bag which is deducted from their salary. It's an easy way for your employees to give regularly and on a tax-free basis.



## CORPORATE TAX RELIEF

Make a charitable gift which is deductible from the total profits of your business when calculating corporation tax.



## PRICE MATCH FUNDING

Whatever your employees manage to raise through their fundraising activities, get your company to match the amount (up to a certain %)! This provides a great incentive for the team to raise as much as they possibly can!



## GET INVOLVED

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*Fundraising can come in many shapes and forms - from the adventurous and arduous right through to financial processes generated by your company.*

*Whatever you decide, know that your efforts will be monumental towards eradicating education poverty for the disadvantaged children we support through our brilliant partners.*

To talk with us about your School in a Bag CSR campaign, contact:

[luke.simon@schoolinabag.org](mailto:luke.simon@schoolinabag.org)



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