

# ONE MILLION MENTORS

in partnership with  
**Mayor's Mentors**



**WEST MIDLANDS**  
COMBINED AUTHORITY

**MAYOR'S**  
MENTORS







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Mentors are gifts to the world. They encourage, motivate, reinforce, and guide others to reach individual greatness. Mentors have the power to change lives.

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**Lonnie Ali** - 2016  
Muhammad Ali's widow

## BACKGROUND

The West Midlands Combined Authority (WMCA) and Mayor Andy Street are working in partnership with One Million Mentors (IMM) and Careers and Enterprise Company (CEC) to deliver Mayor's Mentors, a programme matching 1000 mentors with 1000 young people aged 11 to 25.

It is a collaboration utilising the technology of IMM, know-how of the CEC and the local contacts and knowledge of the WMCA to successfully match mentors and mentees across the West Midlands.

And this is just the beginning. The Mayor's Mentors programme will start with 1000 people but aims to grow and spread the impact of mentoring to other parts of the wider region as the initiative becomes established.

Mayor Andy Street wants the initiative to flourish and grow and have a lasting, long-term impact. Mayor's Mentors is a fantastic way for those established in their careers to get involved in transforming the lives of young people while also boosting and sharing pride in the region.

By working with IMM we will scale up the offer in order to widen horizons, opportunities, and networks for local young people. IMM will provide the online training and resources, as well as offline training events to help professionals prepare and enjoy their mentoring journey, while the Mayor himself and the WMCA will help spread the word and act as ambassadors for both the local and wider programme.



## WHO?

UpRising is a UK-wide youth leadership development organisation. UpRising's mission is to open pathways to power for talented young people from diverse and underrepresented backgrounds. Young people are then equipped with the knowledge, networks, skills, and confidence to fulfill their leadership potential, find new opportunities, and transform the world around them through social action. UpRising was set up through The Young Foundation in 2008, launched as an independent charity in 2013 and now works in eight cities across the UK. UpRising is acknowledged as a pioneering charity tackling social mobility.

In order to strengthen its offer to young people, UpRising is establishing a new initiative: One Million Mentors (IMM). Over the past seven years, UpRising has gained a deep understanding of the importance of good mentoring. Mentoring is a critical factor in widening horizons, opportunities, and networks for young people. IMM will build a national online platform to recruit, train and deploy mentors to organisations working with young people. There is both need and support for an online platform, alongside face-to-face training, which will raise the quality of mentoring, track impact, and scale the mentoring offer. This will help young people maximise their talents and get into the world of work. Our ambition is to build a movement of a million mentors over the next decade.

## WHY?

Young people today are suffering the worst economic prospects for several generations. Though mentoring is understood to have an impact on increasing opportunities for young people, the current offer in the UK is patchy in terms of quality, delivery and impact.

IMM is a pioneering approach using the advantages of technology in order to transform the process of mentoring for all. Our aim is to mobilise professionals (current and retired) and train them to become effective mentors, who can help maximise young people's talent and support them into careers that are in line with their skill-sets.

Mentoring provides a safe space for the mentor/mentee to widen their horizons, access new opportunities and networks, help break down social barriers, and develop mutual respect and understanding between people of different backgrounds. IMM will identify, recruit, train and deploy mentors to partner organisations working with young people, aged 11 to 25 years old.

## HOW?

The IMM platform is designed for the busy professional, with the aim to provide a general framework and support mechanism for professionals to mentor effectively.

To become a mentor you will need to be over the age of 18, a professional/retired professional and be able to commit to one hour, once a month for a period of up to one year. Professionals will receive online training, access to relevant resources and good practice, face-to-face training in the locality, ability to track progress and ongoing support throughout the mentoring relationship.

To register your interest please sign up here: [www.onemillionmentors.org.uk](http://www.onemillionmentors.org.uk)



## POWER OF MENTORING

The act of mentoring stretches back thousands of years. In Ancient Greece for example, Socrates mentored Plato, who later mentored Aristotle. In more recent times, prominent mentor/mentee relationships include change-makers such as Mahatma Gandhi and Nelson Mandela, Maya Angelou and Oprah Winfrey, and Steve Jobs and Mark Zuckerberg.

At IMM, it is our belief that by investing in the next generation we are helping to shape the architects of a better tomorrow. Mentoring can open doors, inspire, support and encourage people to realise their potential and to achieve their dreams. Mentors can make a profound difference in the lives of their mentee - and in turn, strengthen our communities, economy, and drive social change.

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Mentoring brings us together - across generation, class, and often race - in a manner that forces us to acknowledge our interdependence, to appreciate, in Martin Luther King, Jr.'s words, that “we are caught in an inescapable network of mutuality, tied to a single garment of destiny.” In this way, mentoring enables us to participate in the essential but unfinished drama of reinventing community, while reaffirming that there is an important role for each of us in it.

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**Marc Freedman - 2014**

Founder and CEO of Encore.org and  
voted Social Entrepreneur of the Year by the World Economic Forum

## CASE STUDY

Marc Reeves is editor of the Birmingham Mail and Birmingham Post, and West Midlands editor-in-chief for Trinity Mirror, the largest regional news publisher in the UK.

Mark says his mentoring experience was an extraordinarily rewarding one, in that it helped him see the city and its challenges through the eyes of a bright young professional.

It was a privilege, he says, to be a part of Henrietta's journey from studying to the start of her career. Through their conversations, he was able to identify opportunities and contacts who could be of further help to Henrietta as she shaped her aspirations and the steps she needed to take. Now Henrietta is in a very senior role in the city and the pair have worked together on a number of joint projects.

Henrietta Brealey is now Director of Policy & Strategic Relationships at the Greater Birmingham Chambers of Commerce (GBCC).

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Thanks to Marc, I was able to gain knowledge of and access to a whole new industry and find opportunities to stay and grow a career in this brilliant city. When you are just starting out there is so much you don't know or understand. It's hard to overstate how valuable having a mentor to help guide you can be.

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**Henrietta Brealey**



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Being a mentor is a brilliantly engaging and stimulating process. As a mentor, you are there primarily to support, encourage and challenge your mentee, but in doing so, I found myself reflecting on my own role and career as well! That space you create in each mentor session to have open and stimulating conversations with someone from outside your own organisation, is an opportunity for both parties to learn and grow. I couldn't recommend it highly enough.

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**Marc Reeves**



Prior to meeting Marc, Henrietta had very little practical knowledge of the industry and thought that making a career in policy would have to involve moving to London where policy and campaigns jobs tend to cluster. Henrietta found Marc's advice and support invaluable in building up her understanding of a career in policy & public affairs. Marc also supported her with developing and tailoring her CV for the industry and reached out to his contact base regarding opportunities for work experience. It was Marc who first introduced Henrietta to the GBCC and that support and introduction has shaped her career ever since.



## WHY MENTOR?

To become a 'One in a Million Mentor' you will want to 'give back', be either a professional or retired professional (aged 18 and over) and complete the mandatory mentor profile and online training.

### **The offer to you, the mentor is:**

- Free access to good quality online training
- Free face-to-face training in your local area
- Access to relevant resources and good practice in mentoring in the UK and internationally
- Ongoing support throughout the mentoring relationship
- Opportunities to network with likeminded professionals across sectors

### **If you are an employer interested in getting involved, the benefits to your company are;**

- Enhanced professional development for staff
- Opportunities to identify and support new talent in local communities
- Utilise in-house professional talents, skills and experiences in order to prepare the future workforce to enter the workplace effectively
- Opportunities for staff to 'come out of their bubble' and engage meaningfully with a diverse range of people
- Acquisition of valuable knowledge and information about the communities that you work in



## TIMELINE AND DELIVERY FOR WEST MIDLANDS

### YEAR 1

Recruit, train and deploy 1000 Mayor's Mentors to Birmingham, Coventry and Wolverhampton

### YEAR 2

Expand mentoring offer to further towns and cities in the West Midlands and recruit 4,000 mentors

### YEAR 3

To offer mentoring across the West Midlands and recruit 10,000 mentors in the region

# THE TEAM

## Alveena Malik

Co-Founder & Director  
One Million Mentors



Former CEO of UpRising with 15 years experience of working, at a senior level, on equalities and cohesion issues as well as delivering social innovation projects.

Previously, Alveena was Principal Associate at the Institute for Community Cohesion (iCoCo) with lead responsibility on Education and Cohesion Policy and Intercultural Dialogue. She liaised with national/local government and schools on the role that education can play in bridging cultures, strengthening active citizenship and promoting community cohesion.

Alveena was also Head of Communities and Integration Policy at the Commission for Racial Equality (CRE) where she led the development of CRE policy on issues of Migration, Segregation, Extremism, Interfaith Dialogue and Conflict Resolution and Mediation.

Alveena was appointed as Special Advisor to the Communities and Local Government Committee on Migration and PREVENT. In 2010 she was appointed as Faith Panel Advisor to the Secretary of State for Communities and Local Government. She was also an Advisor to the Law Society's Equality and Diversity Committee.

## Ruby Evans

Research Assistant



Ruby graduated from University College London in 2016, with a degree in English Literature. Since graduating, Ruby has worked as a transcriber at Century Films, as well as an English tutor. Ruby has volunteered for Rushanara Ali MP and spends time helping out in her Parliament Office. Alongside working for the One Million Mentors team, Ruby is currently doing a Masters degree in Modern and Contemporary Literature.

## Karen Corless

Project Co-ordinator Online  
Platform



Karen has worked as a business administrator for a number of key organisations. At the think tank New Economy, she supported and developed the online platform of the youth employment initiative Greater Manchester Talent Match. This brought together a multidisciplinary team of organisations working to support unemployed young people onto a pathway to work. With a degree in Environmental Business Management, she is a keen advocate of environmental sustainability and social responsibility. In a recent role at the University of Manchester, she supported a number of the key sustainability initiatives and also developed a project to take the subject of Computer Science out to schools in rural Malawi.



**UpRising Leadership Programme**

**One Million Mentors Project**

2nd Floor Tayside House, 31 Pepper Street - London E14 9RP

T: 07342 994 081 E: [ruby.evans@uprising.org.uk](mailto:ruby.evans@uprising.org.uk)

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