AN INVITATION TO TEN BUSINESS LEADERS

Founding *10*

10 places. 10 pioneers.
10,000 inspired.

- *A year of belief in ten schools.*

01 IN ONE PAGE

Ten leaders fund a year of belief in ten schools, *and sit at one table.*

WHAT

The Credo Experience, Luke's 12 month programme, in one school of your choice.

REACH

About 1,000 young people in your school. Around 10,000 across the ten.

INVESTMENT

One fixed amount for the year. The school pays nothing.

PLACES

Four of ten taken. Six remain.

WHERE IT COMES FROM

On a school trip to Wembley, six words from his headteacher changed how Luke saw his future.

“That could be you one day.”

Too many young people never hear them. **Founding 10 exists so that 10,000 do.**

02 THE IDEA

Ten leaders. Each one funds a school *for a year.*

Every founder brings **The Credo Experience**, Luke's 12 month programme, to one school of their choice.

10

Founders. Each a purpose-driven business leader.

10

Schools. One chosen by each founder.

10,000

Young people, around a thousand in every school.

03 HOW IT WORKS

You choose the community. *We deliver the impact.*

STEP ONE

You *commit*

Your business partners with Luke for twelve months.

STEP TWO

Luke *delivers*

The Credo Experience, in a school of your choice or a community that matters to you.

STEP THREE

You *see it*

Regular updates and stories showing the difference you are making.

04 WHAT THE SCHOOL RECEIVES

Credo

Credo means “I believe”. One full academic year with Luke, built on a schools programme that has run since 2015.

C
Character

R
Resilience

E
Entrepreneurship
Seeing what is possible, and making it happen.

D
Drive

O
Opportunity

05 WHAT YOU RECEIVE

Your future team *are in these rooms.*

A named, local commitment your people and customers can see, a talent pipeline in the schools near you, and nine peers who open doors. Then the detail.

01
Your name on it
A visible, local commitment, acknowledged by the school and in every update.

02
A full year
One school's Credo Experience for a complete academic year, funded by you.

03
Monthly update
Young people reached, feedback from the school, and one story.

04
Annual summary
The total difference you helped create, in one report.

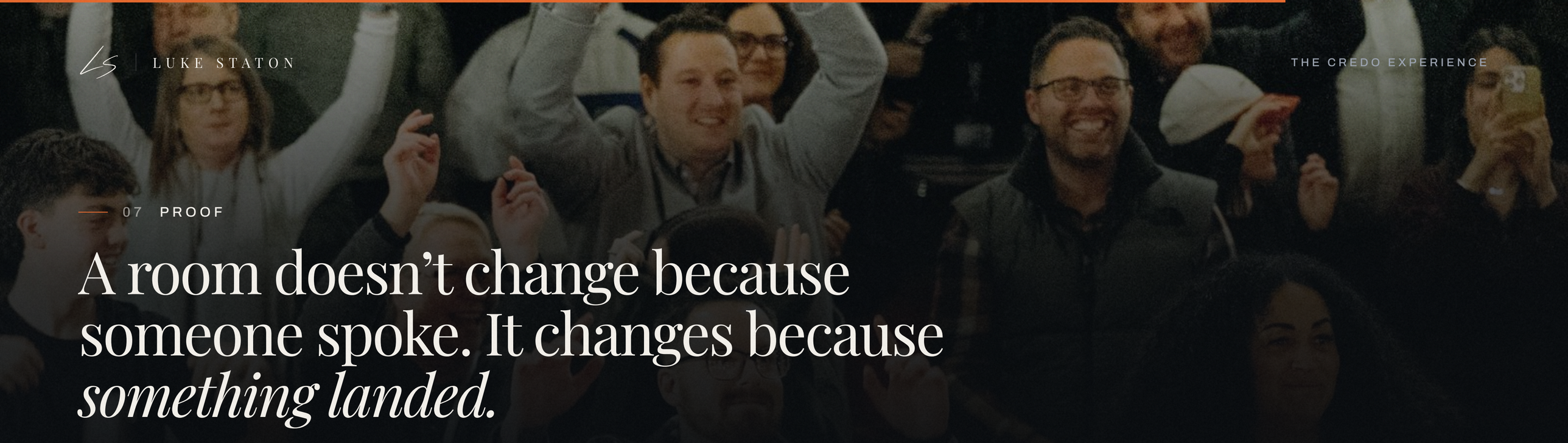
05
Stories to share
Photos and content from the school, where permissions allow.

06
In the room
Places for your team at selected experiences.

06 THE CIRCLE

Ten founders, *one table.*

Founding 10 is also a circle. Ten leaders who share a purpose and **open doors for each other**: collaboration, introductions, shared ideas and new opportunities.



07 PROOF

A room doesn't change because someone spoke. It changes because *something landed.*

"After session one I could already see a difference. After session three others started to see a transformation. From disengaged with school and low self esteem, to starting a project and absolutely nailing it."

GUY RATCLIFFE · PARENT

250,000+
Young people reached.

10+
Years of the schools programme, since 2015.

25
Schools funded by the FatFace Foundation.

750
Students in one day, Theatre Royal Wakefield.

08 IN THEIR WORDS

Schools, companies and founders *say the same thing.*

"In all my time as Head of PE, I have never seen such an engaging programme. It doesn't just help students to dream big, it inspires them to take action and gives them the tools to do so."

James Offer
HEAD OF SPORT, CARRE'S GRAMMAR SCHOOL

"He has a unique way of breaking down barriers and bringing a room together. Choosing him three times is the strongest indication of how highly I value what he brings."

Chris Burnett
ZEP, CLEENOL AND BYSTRONIC

"He came to our office three times to mentor and inspire our team. Today we are one of the largest HubSpot agencies in the world. He still leads our annual events."

Mark Byrne
FOUNDER, XGROWTH

09 BECOME A FOUNDER

Six places left.
One of them is yours.

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Next step: a 20 minute call with Luke, then a visit to a school day to see it for yourself. Investment confirmed on the call.