



**Universify
Education**

Corporate Offering



Executive Summary

Universify Education is an charity committed to supporting young-people from disadvantaged backgrounds fulfil their potential through education and increase access and representation at universities.

We are looking to create partnerships with corporations who share our mission of increasing equality, diversity, and social mobility, and who wish to support the expansion of our programme to maximise the reach and positive impact of our work.

Introducing Universify

We exist to support young-people from disadvantaged backgrounds to overcome barriers to accessing a university education through a year-long programme of university residentials and coaching.

Our vision: a **fairer, more equal society** where every young person can fulfil their potential regardless of their background.

Our mission: to increase social mobility by equipping young people with the **skills, knowledge, and belief** to fulfil their potential and access university regardless of their background.



Why we exist

A young person's background (economic, social, ethnic, family background and geographic background) often determines the opportunities they have to fulfil their potential.

University, as one of the vehicle for social mobility, still remains unrepresentative of the population. People from disadvantaged or minority backgrounds are less likely to apply to university because of barriers such as:

- **Poor attainment**
- **Low aspirations**
- **Fear of 'not belonging' at university**

This in turn limits their personal opportunities and continues a cycle of inequality and underrepresentation at university.

Only **2%**
of young people eligible
for Free School Meals
progress to the top 25
universities in the UK



Pupils from
disadvantaged
backgrounds are
**18.1
Months**
of learning behind
their peers.



Our beneficiaries

91%

Come from areas with the lowest progression rates to universities (POLAR4 Quintile 1)

Since 2016 we have helped over

900

students through our programme

42%

Were eligible for Free School Meals (a means tested benefit and indicator of low-income)

41%

Come from the most socio-economically deprived areas (IMD Deciles 1-2)



55%

Would be the first in their family to attend university

Our programme

Our Programme consists of...



A week-long summer residential at a top university

Hosted at one of our partner Oxbridge colleges, this is an opportunity to experience university life, make friends, and explore new subjects through taster seminars.



Monthly 1-to-1 coaching with trained volunteers

Students are coached by current or recent university students who inspire them to set and work towards personal goals.



A spring GCSE revision weekend

Students are helped to prepare and feel confident for their upcoming exams with expert tuition in core subjects.

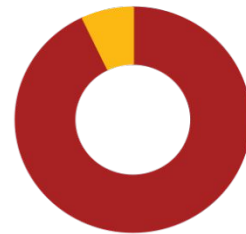
Our Impact

2.5x

More Universify participants gained places at high-tariff universities compared to a benchmark of students from similar backgrounds

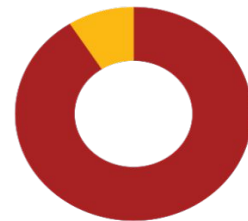
2x

Universify participants progressed to university at a rate 2x higher than a benchmark of students from similar backgrounds



93%

Of participants said they found coaching useful



91%

Of teachers agreed students attained or surpassed their expected GCSE grades

Student Stories

“During the Universify programme, I remember sitting amongst my smart classmates with so much potential, feeling like an imposter. Programmes like Universify have been able to show me that I can aspire to more if I don’t limit myself with doubt. [...]”

Georgia was a participant in our 2017-18 cohort. Following the completion of our programme, we helped connect Georgia to post-16 access programmes like the Sutton Trust, through our alumni newsletter which helped to maintain her aspirations to study at university through A-level. She has since been offered a place at the University of Bristol, and is planning to return as a volunteer on our 2022 programme.



Student Stories



“The [Universify] experience not only helped in building my academic confidence but in introducing me to new friends and building a network of peers with similar aspirations to my own, alleviating much of the social anxiety I had previously experienced in relation to meeting new people within academic environments.”

Olivia took part in our programme in 2017-18 when she was unsure about what she wanted to do after finishing school.

The subject taster sessions on our summer residential ignited a passion for politics and sociology which she now studies at university.

Her positive experience of the programme inspired her to volunteer for our 2020 alumni panel and share her advice with current participants.

Corporate Offering

WHY PARTNER WITH UNIVERSIFY?

We offer a variety of ways to support our work and tailor our partnerships to deliver positive impact for both our students and your organisation:

- **Deliver opportunities to our students:** Inspire young talent by sharing your passion through industry insight days, careers webinars or work experience which equips our students with the knowledge to make informed decisions and access careers
- **Volunteer:** Empower young-people to identify and achieve their goals by volunteering on our programme
- **Fundraise:** Support employees in giving back to their local communities by match funding staff donations or sponsoring one of our fundraising events.
- **Sponsor students:** Help us expand our programme delivery to more students by funding places on our year-long tailored programme of university residentials and monthly 1-to-1 coaching, designed to boost ability, aspirations and attainment.



Corporate packages

Student Cohort Packages

(£1,125 per student place)

Funds a cohort of student places on our programme which includes:

- Monthly 1-to-1 coaching with trained volunteers
- A week-long summer residential hosted at an Oxford or Cambridge college, featuring university style taster lectures in a wide range of subjects
- A three-day Spring GCSE revision residential

**60 student cohort
£67,500**

**40 student cohort
£45,000**

**20 student cohort
£22,500**

Alumni Events:

Universify supports its partners to access a pool of high potential young people from underrepresented backgrounds by running careers workshops or insights days for Universify alumni.

- £2,500-5,000 Universify careers workshop (price varies depending on scale, in-person/online)
- £12,500 insight days

Contact Details

If you are interested in supporting our programme please get in contact through our email address: **info@universifyeducation.com**

For more information about our work please see our website:

<https://www.universifyeducation.com/>

Or read about our latest cohort in our impact report:

<https://www.universifyeducation.com/reports>

