

GirlDreamer

# GIRLDREAMER OPPS

Bridging the gap between access and opportunity for marginalised communities whilst simultaneously supporting organisations with their equitable approach to recruitment.

# Who Are We?

**GirlDreamer is a social enterprise that supports the personal and professional development of young women of colour to tackle social inequality.** Here's a brief timeline of our journey so far:

**2016** - GirlDreamer was established by two best friends, Amna and Kiran, who had previously spent four years volunteering and working in the social sector before deciding it was time to set up their own dream venture.

**2018** - We went from working locally in Birmingham (UK) to establishing a strong online presence which led to a large national reach and our programmes running all over the country. We also became a multi-award winning org.

**2019** - GirlDreamer goes global. Our community grew to 10,000 young people and women of colour who are passionate about social change and increasing representation across all industries and areas of life.

**2021** - Our community is over 12,000 strong. We've become entirely digital and are in our strongest position yet.

Our community is made up of mostly 18-30 year of women of colour from all different walks of life. Most are based in the UK, with other GirlDreamer's being from America, Africa, South Asia and Europe. Almost 75% of our GirlDreamers in the UK are from the top 5-10% most deprived areas for education, skills, training and employment.

As a group, women of colour are the one of the most marginalised groups in society. We are underrepresented in almost every sector, face the highest pay gaps, experience the highest rates of discrimination, have additional cultural barriers, face increased socio-economic barriers, receive fewer opportunities and that's just to name a few.

Women of colour are definitely not short of talent and ambition but rather, lack access to opportunities, representation and tailored support that takes into account our unique lived experiences. That's why and where GirlDreamer comes in.

# What's The Problem?

With all the issues that surround equity, diversity and inclusion, there's one in particular that we have identified that is easily overlooked and that is: **access to opportunity.**

We've always found that the biggest problem with connecting people to opportunities is *how* you do this. Most people believe it's about the opportunity itself and the quality of what you are offering, but this is only true to a certain extent. Once you create your opportunity, whether it be a paid apprenticeship, an exciting new job role, a meaningful fellowship or an important Trustee role, where do you go from there? What happens when your network is only a reflection of you and so your opportunity travels in an echo-chamber without any chance of a community beyond yours seeing it?

It leads to:

- **A lack of representation**
- **Poor equity, diversity and inclusion within your organisation**
- **Financial loss due to the time and investment you put into your programme or advertising budget**
- **No/lack of results to show for your efforts**
- **Further isolation/deprivation of marginalised groups in society who lack access to socially progressive opportunities**

You can mean well and really do something for the heart, but the practical issue still remains. How are marginalised communities, especially young people and women of colour, supposed to see your opportunity and connect with you when they don't know you or built a trusted connection with you?

## Why GirlDreamer Opps?

Quite simply, because we've mastered the art of utilising digital and social media for strong community engagement, successful recruitment and tackling social inequality.  
As a result, we are able to achieve the following:

- 01** Fill all spaces on our programmes using **only** Twitter and Instagram.
- 02** Fill all spaces and create a waiting list for our programmes in **under 24 hours**.
- 03** Hit all our programme and impact targets on a **£0 budget**.
- 04** Get our opportunities/programmes in front of a **global community instantly**.
- 05** **Exceed diversity & inclusion targets** in recruitment, programmes & community engagement



We now have a process in place to help you increase your reach & chances of getting your recruitment needs authentically & equitably filled.

In turn, representation can continue to organically increase across different sectors & the access to opportunity gap can begin to close.

## How Can We Help?

We have a range of different options to help you organically reach wider communities with your awesome opportunities and bridge the access to opportunity gap with our 'Opps service'.

Please note, on the left is our Charity & Social Enterprise rate and on the right is our Corporate rate:

ONE-OFF OPP	OCCASIONAL OPPTS	REGULAR OPPTS	CONTINUOUS OPPTS
<div style="display: flex; justify-content: space-around;"> <div style="background-color: #f4a460; padding: 10px; text-align: center;"> <b>£99</b> + VAT                 </div> <div style="background-color: #f4a460; padding: 10px; text-align: center;"> <b>£199</b> + VAT                 </div> </div>	<div style="display: flex; justify-content: space-around;"> <div style="background-color: #e91e63; padding: 10px; text-align: center;"> <b>£500</b> + VAT                 </div> <div style="background-color: #e91e63; padding: 10px; text-align: center;"> <b>£999</b> + VAT                 </div> </div>	<div style="display: flex; justify-content: space-around;"> <div style="background-color: #9c27b0; padding: 10px; text-align: center;"> <b>£750</b> + VAT                 </div> <div style="background-color: #9c27b0; padding: 10px; text-align: center;"> <b>£1,499</b> + VAT                 </div> </div>	<div style="display: flex; justify-content: space-around;"> <div style="background-color: #e91e63; padding: 10px; text-align: center;"> <b>£999</b> + VAT                 </div> <div style="background-color: #e91e63; padding: 10px; text-align: center;"> <b>£3,000</b> + VAT                 </div> </div>
Post 1 Opp on our website	Post 6x Opps per year on our site	Post 12x Opps per year on our site	Post 24x Opps per year on our site
Shared via our social media	Shared via social media/newsletter	Shared via social media/newsletter	Shared via social media/newsletter
Sponsors 2x <b>GirlDreamer Memberships</b>	In-house graphics for your opp to maximise reach in our trusted branding	In-house graphics for your opp to maximise reach in our trusted branding	In-house graphics for your opp to maximise reach in our trusted branding
X	Access to 1x <b>Resources for Orgs</b>	Access to 2x our <b>Resources for Orgs</b>	Access to 4x our <b>Resources for Orgs</b>
X	Sponsors 10x <b>GD Memberships</b>	Sponsors 15x <b>GD Memberships</b>	Sponsors 20x <b>GD Memberships</b>
X	X	X	Personalised Opp filter on website

# FAQs

## **What are your 'Resources for Orgs?'**

Good question! When you buy one of our annual packages, you gain access to a downloadable resource created by our lead EDI consultant and CEO, Kiran Kaur. She is combining her consultancy expertise with these packages to give you access to new learnings, reflections, advice and tips for all things Equity, Diversity and Inclusion to help strengthen your organisation internally as well as externally. Each annual opps plan grants access to a different number of resources.

## **What do you mean by 'In-house Graphics?'"**

Another great question! When you send us your info and logo, our team takes that and fits it all within our branding so that when we share your opp with our community, it is more trusted, recognised and increases your chance of engagement.

## **What kind of response can we expect from this service?**

You can expect increased engagement with your opportunity from young (average 18-30) women of colour from all across the country/ globe. On average, orgs have said they receive 5-10 times higher engagement/applications from communities they would not be able to reach otherwise, over 30% of ads using our Opps service has ended in appointments (so far) & more than 90% of GirlDreamers said they would not have found the external partner opportunities we promote if they were not shared by us. (Please note, the engagement stats are based solely on our direct trackable data as our Opps can lead to further shares, (through our communities wider networks), which eventually ends in appointment or higher number of applications that is not trackable directly).

## **What does 'Sponsors X GD Memberships' mean?**

Well, not only are you supporting a wider social mission and strengthening your equitable recruitment practices, you are also helping to cover the cost of our communities membership to our work and new online platform. GirlDreamer has gone completely digital and our community now become 'members' through our own online platform where all our workshops, programmes, resources and social interactions now take place. To ensure full accessibility for our community, in which a large percentage are from the country's 5-10% most deprived areas for education, training, skills and employment, we want to remove cost as a barrier. So each time you buy an opps package with us, you are paying forward between 2-20 opportunities for young women of colour to access free personal and professional development and tailored support.



## How It Works

- 01** You decide on an opportunity you think suits our platform
- 02** You fill out a simple form and choose an opps plan for you
- 03** We receive your request and get your opp live on our site within 24 hours
- 04** We keep the opp live till your deadline and continue to share across our networks and social media and support our community in applying
- 05** You enjoy better engagement and women of colour enjoy better opportunities

## The Benefits

- 01** Connect your opportunity to a large community of women of colour
- 02** Personalised emails to our GirlDreamer's to personally recommend your opportunity
- 03** Social media posts to promote your opportunity (across Twitter, Instagram and Facebook) to our 12,000+ strong audience
- 04** Additional advertising in our newsletter
- 05** Create a diverse range of applicants for your opportunities who you may not be able to reach otherwise
- 06** (On average) organisations experience 5-10x higher engagement for their opportunity through using our opportunities platform.
- 07** With any annual plan, you become a **Dream Partner**. You will be referred to this on our list of partner orgs, promotional material, website & whenever we shout-out about you via our comms.

## Testimonials

Don't just take our word for it, find out what some of our Dream Partners have to say about us:

*"GirlDreamer have created a tool that's simple to use and effective in putting important opportunities in front of rich talent. Using those tools has delivered instant results for The Cares Family – two of the people we selected for our Multiplier programme came directly through their networks. I'd recommend the Opps service to anyone."*

**Alex Smith**  
CEO | The Cares Family



*"GirlDreamer worked with the Doteveryone team to help us put practical steps in to be more inclusive, both as an employer and with our overall comms strategy. The whole team loved working with GirlDreamer and I hope this is the start of a long and happy collaboration."*

**Rachel Coldicutt**  
Former CEO | Doteveryone

**doteveryone**

*"GirlDreamer are professional, creative, responsive and authentic with deep roots in their community. Working with them enables you to promote opportunities to a wide range of incredible young women of colour, and to support a social enterprise led by young women of colour at the same time. Why would you not want to work with them?"*

**Sophie Livingstone MBE**  
CEO | Little Village





GirlDreamer

# Stalk Our Socials

If you want to social media stalk us (it's totally fine, in fact we encourage it) please feel free to check out our key social media accounts below and of course our website for a better insight into the world of GirlDreamer



# Next Steps

If you're now ready to use our Opps service and would like to get set up with your plan, let's get you going:

**For Charity/Social Enterprises - please [click here](#)**  
**For Corporates - please [click here](#)**

If you have any further questions that may not have been covered in this information pack, then please feel to contact Aisha Mohammed at [hey@girdreamer.co.uk](mailto:hey@girdreamer.co.uk) who will be more than happy to support you.