



Our journey, your way

High performance. Delivered.

The Prince's Trust Accenture UK Case Study 2009

Youth charity The Prince's Trust helps change young lives. It gives practical and financial support, developing key workplace skills such as confidence and motivation. It works with 14- to 30-year-olds who have struggled at school, have been in care, are long-term unemployed or have been in trouble with the law.

The Prince of Wales's charity has helped more than 575,000 young people since 1976 and supports 100 more each working day.

Business Challenge

Nearly 1.3million young people are not in education, employment or training – representing almost one if five. Currently in the UK, one in twenty young people leave school without a single GCSE and youth unemployment directly costs the Exchequer approximately £20 million in Job Seekers Allowance each week.

As the future prosperity of our business is inextricably linked to the health of the communities in which we operate, we have a responsibility to tackle the talent challenge and assist in the development of talent pools as a means of ensuring sustainable recruiting bases. Consequently, developing talent and promoting employability in local communities are critical social and strategic imperatives for Accenture.

More than 40,000 young people were supported by The Prince's Trust last year and in order to continue their vital work, they rely on the support of over 7,000 volunteers and need to raise approximately £1million every week through donations and business partnerships. This means they need corporate support to be able to continue to operate and assist those young people who need their help the most.

Accenture's Response

Accenture aims via its Corporate Community Investment programme to promote prosperous local communities, tackling the talent challenge through skills and capacity development by partnering with community organisations at the forefront of affecting social change. Believing that the most meaningful contribution we can make is sharing our expertise and capabilities, we encourage and enable our employees to have a tangible impact by offering a variety of opportunities to get involved through volunteering and pro bono projects.

Collaborating with The Prince's Trust is a natural fit and the results are evident. This year more than 2,500 young people were helped by The Prince's Trust to start their own business, developing their skills and providing an opportunity for a sustainable livelihood. After only one year on the Business Programme, a young person is twice as likely to be self-employed and four times more likely to be in employment.

Accenture's relationship with The Prince's Trust takes numerous forms, including volunteering, financial support and pro bono work. Contributing directly to The Trust's work we deliver various workshops for young people and have implemented new systems to streamline the charity's administration.

• Consulting • Technology • Outsourcing

How Accenture helps The Prince's Trust Stakeholders

Accenture has worked with The Prince's Trust since 1999. In 2005, Accenture received Silver Patron status in recognition of our financial and human capital commitment to support three key programmes, which address the challenges of building skills for a better future.

These programmes take a holistic approach, centred on building the young people's self-confidence and motivation, with the ultimate aim of empowering them to enter into employment, education or training. The 385 Accenture employees registered on The Prince's Trust volunteer database assist in the delivery of the following:

- **The xl educational inclusion programme:** Accenture employees help to tackle under-achievement in schools by focussing on practical learning and improving key skills. With the aim to equip young people for further education and the world of work, they facilitate CV and interview skills sessions, helping students to understand how to compose a CV and learn the required skills to be successful at interview.
- **The Team programme:** This year over 8,000 young people took part in the 12-week programme of personal development, confidence building, skills development and teamwork. Our volunteers run CV and interview skills workshops, and also work with participants to help them identify suitable work placements. 73% of young people on Team last year moved onto employment, training or further education.
- **The Business programme:** Volunteers from Accenture have taken on the role of business mentor, providing guidance and encouragement to those young people who have started up in business with the assistance of The Prince's Trust. When a young person is starting out in business, the support of a trusted counsellor is just as important as the financial assistance given by The Prince's Trust. New this year is the Business Club, providing ongoing support for alumni of the Business Programme. Accenture is contributing in the form of customised project management training, designed to give the young entrepreneurs ongoing encouragement as their businesses grow.

How Accenture helps The Prince's Trust to operate as a high performance business

By giving our people's time - for free - Accenture can provide considerable skills sharing to community organisations - like The Prince's Trust - that otherwise may not be available to them.

Through Accenture's expertise and capabilities, we were able to address a number of The Prince's Trust's concerns, including the need for tighter internal controls. By successfully delivering an Invoice Process Centralisation programme, which consisted of the recommendation and deployment of a centralised platform, the charity has increased efficiency and control over expenditure. Invoices are now processed in one place nationally, improved expenditure control has been achieved through better visibility of purchasing and buying power has been increased by consolidating purchase requests.

How Accenture helps fundraise for The Prince's Trust

In addition to grants provided to support the Trust's programmes, Accenture has entered four corporate teams into The Prince's Trust 'Million Makers' initiative, with each team working to turn £3,000 into £20,000 over a six month period through entrepreneurial ideas. The £80,000 target will put 16 young people involved with The Prince's Trust into business.

In addition to the traditional fundraising activities, one of the Accenture teams has exemplified how it brings the same innovative approach applied to clients to bear on community work with the creation of an online Facebook application. Sugar Caddy, a golfing game, is breaking ground by combining peoples' fascination with online games and applications on Facebook, with a means of raising money in a fun, unique but repeatable way.

In Scotland, the team has launched the Fusion campaign to alter public perceptions surrounding youth in the community, including an ambitious Street Art fair. The Fusion team comprises eighteen individuals from Accenture Scotland, who are investing their spare time and energy to combine the creativity of young established UK street artists with new and emerging talents in Scotland and stage the first high profile Street Art event of its kind in Scotland.

High Performance Delivered

- Accenture is a Silver Patron of The Prince's Trust
- Working in partnership and providing an army of volunteers, we assist The Prince's Trust to help more than 100 young people across the UK every day
- 385 Accenture employees are registered on The Prince's Trust's volunteer database, and Accenture is the first point of contact to fill short-notice volunteering vacancies
- The Accenture Prince's Trust Governance Team designed a programme of volunteering opportunities such as CV writing and interview skills which has been rolled out and is now delivered by all corporate supporters of The Prince's Trust
- The Accenture Prince's Trust Governance Team won the team category of Accenture's 2008 Community Contribution Award for their outstanding and relentless commitment to advancing Accenture's community engagement agenda
- Accenture was nominated for a Prince's Trust 'Celebrate Success' award for Partnership Innovation, for the work involved in designing the Team and xl workshops
- Accenture has a position on the committee of The Prince's Trust Technology Leadership Group, the country's leading industry group dedicated to helping disadvantaged young people

About Accenture

Accenture is a global management consulting, technology services and outsourcing company. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world's most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. With more than 186,000 people serving clients in over 120 countries, the company generated net revenues of US\$23.39 billion for the fiscal year ended Aug. 31, 2008. Its home page is www.accenture.com.

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