



# OPPS DECK

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 non-profit organisation that supports the personal and professional development of young women of colour to tackle social inequality.

Our community is made up of mostly 18-35 year old women of colour from all different walks of life. Most are based in the UK, with other GirlDreamers being from America, Africa, South Asia and Europe.

We have supported 12,000 young women of colour to date through our various programmes, initiatives, events, workshops, opportunities, resources and grant funding. On average we support 500 young women directly (and locally) per year, with our digital work reaching over 100,000.

We create safe spaces for women of colour to explore, connect and grow and whether that's in-person or online, we ensure more women of colour have the support they need to access opportunities and build their leadership skills.



GirlDreamer Founders: Amna Akhtar and Kiran Kaur



# OUR IMPACT 2020-21

GirlDREAMER runs a wide range of programmes to support the personal and professional development of young women of colour. Despite the challenges posed by the global pandemic, GirlDREAMER was able to increase our impact over this period while continuing to serve our core community in an authentic way that spoke to their changing circumstances.



**£18,500**

Given in grants



**26**

Organisations materially supported through the pandemic



**400**

Programme participants worldwide



**5**

Key GirlDREAMER programmes in 2020-21 held digitally

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# DIGITAL ENGAGEMENT 2020-21



Digital Impressions  
**2,000,000+**

**2019: 1,000,000**  
2018: 390,000



Website Traffic  
**60,000+**

**2019: 26,000**  
2018: 12,000



Participants  
**400**

**2019: 400**  
2018: 350



Social Media  
**13,171**

**2019: 8,675**  
2018: 5,000



Blog readers  
**50,000+**

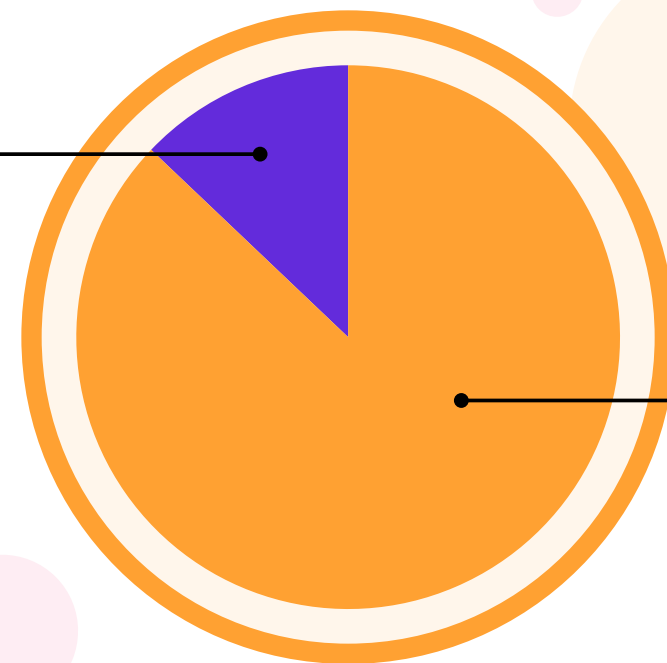
**2019: 32,800**  
2018: 10,450



# DIGITAL ENGAGEMENT 2020-21

Gender split  
of followers

**12.9%**  
MEN

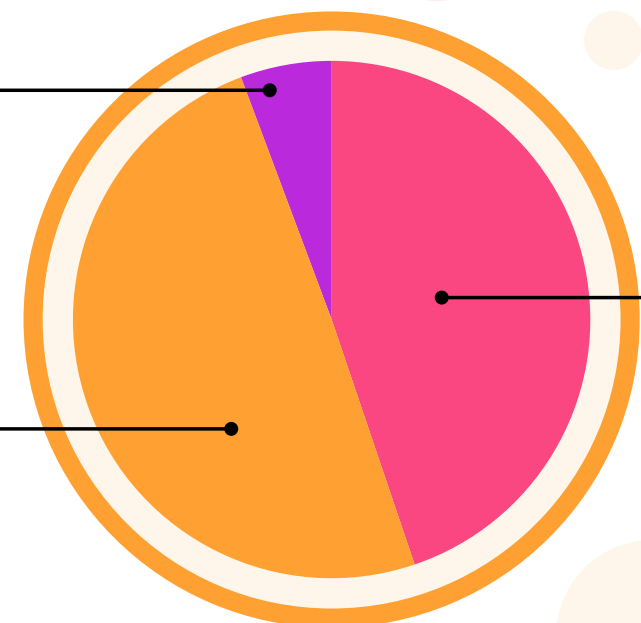


**87.1%**  
WOMEN

Age breakdown

**5.7%**  
35+


**49.5%**  
25-34



Mailing List

 **2K+**

Opps page click throughs

 **1K+** per month

UK reach

1. Birmingham
2. London
3. Manchester
4. Coventry
5. Leeds
6. Leicester
7. Wolverhampton
8. Nottingham
9. Bristol
10. Cardiff

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# WHAT'S THE PROBLEM?

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? The key issue here is accessibility. Access to opportunity is key.

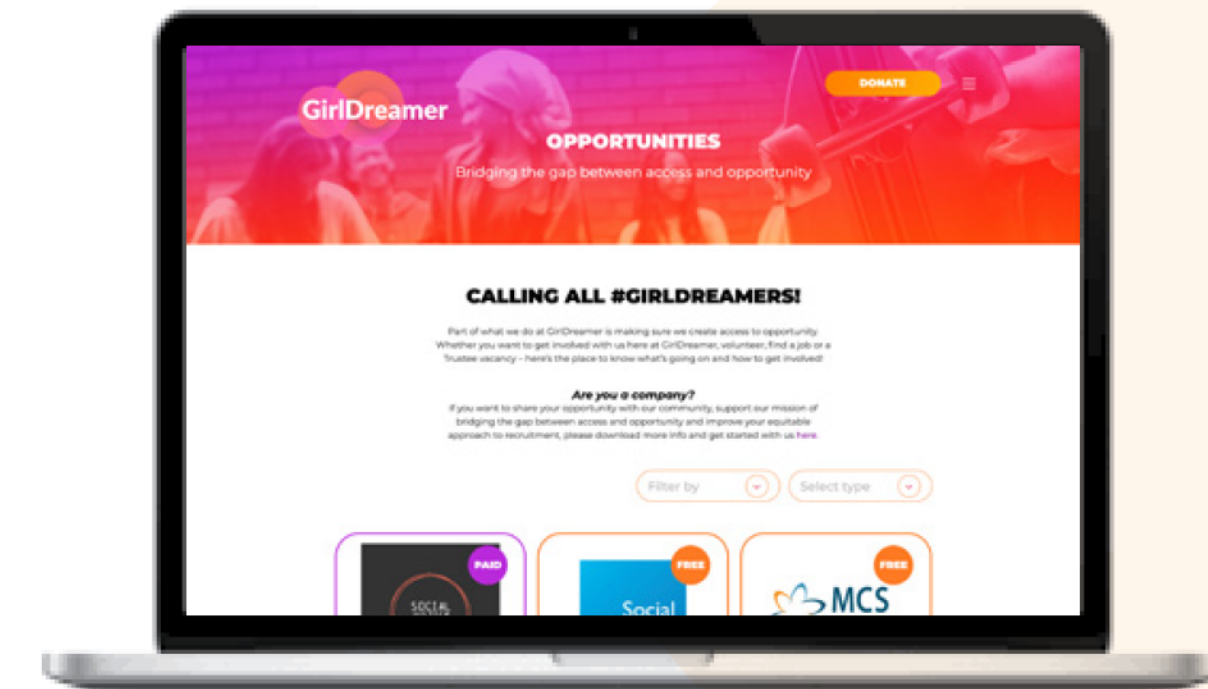
Without this, it leads to:

- 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

A disproportionate number of women/girls of colour live in the 5-10% most deprived areas in England for education, training, skills, opportunities and employment. Therefore, if you are reflective of your community and EDI isn't your problem, then you are still contributing to our mission of closing the opportunity gap that is stark in society for marginalised communities. It's not a lack of talent, it's a lack of access. Let's tackle it.



# INTRODUCING GIRLDREAMER OPPS



In 2020 GirlDreamer launched the Opportunities page on our website, showcasing valuable opportunities to our network whilst also connecting companies and organisations with fresh talent. This service was created during the pandemic, featuring a range of positions including virtual and in-person, and paid and unpaid. Here we feature opportunities with our partner organisations, such as trustee positions and professional jobs, as well as internal opportunities like the Dream Fund. GirlDreamer plans to further develop and expand our range of opportunities to include more professional roles in sectors where women of colour are underrepresented.

**100+**  
Opportunities

**1,000+**  
Monthly page visits  
through social media alone



# 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]** Organisations typically receive 5-10 times higher applications/engagement from hard-to-reach communities
- [02]** Over 30% of ads using our Opps service have resulted in appointments
- [03]** More than 90% of GirlDreamers said they would not have found the external partner opportunities we promote if they were not shared by us.
- [04]** GirlDreamer has a combined social media reach of over 13,000
- [05]** Exceed diversity & inclusion targets in recruitment, programmes & community engagement through a trusted partner







# CORPORATE PACKAGES

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.  
Our corporate packages help to fund broader programming at GirlDreamer, maximising social impact.

£225 ORANGE	£975 PINK	£1,750 PURPLE
Post 1 Featured Opp on our website	Post 5 x Opps per year on our website, 2 Featured (annual use)	Post 12 x Opps per year on our website, 6 Featured (lifetime use)
2 x social media shares	4 x social media shares per Opp	4 x social media shares per Opp
1 newsletter feature	3 x newsletter features	12 x newsletter features
Sponsors 2 x GD Memberships	Access to 1 x Resource for Orgs	Personalised company filter on our Opps page
X	Sponsor 5 x GD Memberships	Sponsors 10 x GD Memberships
X	X	Company logo on website & annual report



# CHARITY PACKAGES

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, charity packages include social enterprises/non-profit organisations.

£99 ORANGE	£399 PINK	£999 PURPLE
Post 1 Featured Opp on our website	Post 5 x Opps per year on our website, 2 Featured (annual use)	Post 12 x Opps per year on our website, 6 Featured (lifetime use)
2 x social media shares	4 x social media shares per Opp	4 x social media shares per Opp
1 newsletter feature	2 x newsletter features	12 x newsletter features (one per opp)
Sponsors 2 x GD Memberships	Access to 1 x Resource for Orgs	Personalised company filter on our Opps page
X	Sponsor 5 x GD Memberships	Sponsors 10 x GD Memberships
X	X	Access to 2 x Resources for Orgs



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**HOW DOES  
IT WORK?**



# How It Works

- [01]** Connect your opportunity to a large community of women of colour
- [02]** Social media posts to promote your opportunity (across Twitter, Instagram and Facebook) to our 13,000+ strong audience
- [03]** Additional advertising in our newsletter
- [04]** Create a diverse range of applicants for your opportunities who you may not be able to reach otherwise
- [05]** (On average) organisations experience 5-10x higher engagement for their opportunity through using our opportunities platform.

# The Benefits

- [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

# FAQs

## **What is the difference between a 'Featured' Opp and a regular Opp?**

Featured Opps are pinned to the top of the Opps page for the duration of the campaign period, whereas regular Opps are featured in chronological order by date of posting

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

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 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).



# FAQs

## CONTINUED

### **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 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 2-10 opportunities for young women of colour to access free personal and professional development and tailored support.

### **How will my Opp be presented on your website and on your social media pages?**

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. We will use your company logo and wording with GD visuals for maximum impact.





# TESTIMONIALS

Don't just take our word for it, find out what some of our Opps 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 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 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**



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# 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



The logo for GirlDreamer is a circular emblem with a gradient from purple to orange. The word "GirlDreamer" is written in white, bold, sans-serif font across the center of the circle.

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# NEXT STEPS

If you're now ready to use our Opps service and would like to get set up with your plan, please email Fathma Khalid at [fathma@girldreamer.co.uk](mailto:fathma@girldreamer.co.uk). We will then send over a form for you to submit the details of the opportunity and we will also provide payment details.

If you have any further questions that may not have been covered in this information pack, then please feel to contact Fathma, on the above email address, who will be more than happy to support you.