

# One Million Mentors



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Mentors are gifts to the world.  
They encourage, motivate, reinforce, and  
guide others to reach individual greatness.  
Mentors have the power to change lives”

Lonnie Ali - 2016  
Muhammad Ali's widow

# Background

UpRising is a UK-wide youth leadership development organisation. Its mission is to open pathways to power for talented young people from diverse and under-represented backgrounds. Young people are then equipped with the knowledge, networks, skills, and confidence to fulfil their leadership potential, find new opportunities, and transform the world around them through social action.

UpRising was set up through The Young Foundation in 2008, launched as an independent charity in 2013 and now works in eight cities across the UK. UpRising is acknowledged as a pioneering charity tackling social mobility.

In order to strengthen its offer to young people UpRising is establishing a new initiative: One Million Mentors (1MM). Over the past seven years UpRising has gained a deep understanding of the importance of good mentoring. Mentoring is a critical factor in widening horizons, opportunities, and networks for young people.

1MM will build a national online platform to recruit, train and deploy mentors to organisations working with young people. There is both need and support for an online platform, alongside face-to-face training which raises the quality of mentoring, tracks impact, and scales the mentoring offer to help young people maximise their talents and get into the world of work. Our ambition is to build a movement of a million mentors over the next decade.

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At a time of great anxiety about what the future holds for the next generation, we need a national effort to recruit and train a million mentors to help young people in our country. We must make sure that young people are given the opportunity to use their talent, skills and passion to make a positive contribution to our society.

Many of us have benefitted, at some point in our lives, from family, friends or colleagues who gave us words of encouragement or professional advice in order to make life changing decisions. We want to ensure all young people in the UK benefit from high quality mentoring to help them prepare for the world of work. We believe the full potential of One Million Mentors could be transformational in increasing employability skills, unlocking new opportunities and networks, promoting social mobility and social cohesion.”

Rushanara Ali MP  
Co-Founder of UpRising and  
Founding Chair of One Million Mentors

## Why?

Young people today are suffering the worst economic prospects for several generations. Though mentoring is understood to have an impact on increasing opportunities for young people, the current offer in the UK is patchy in terms of quality, delivery and impact.

For professionals (current and retired) mentoring offers the opportunity to get out of their bubble; to do good in a structured way; and to use their talents, skills and experiences effectively in order to help skill up the future work force.

1MM is needed now more than ever in the post-Brexit era, where we have seen deep divisions between generations and social classes being exposed in our country. 1MM is timely and can help bridge these gaps by harnessing the experiences and talents of people from different backgrounds in order to support diverse young people to get into the world of work.

1MM is a pioneering approach using the advantages of technology in order to transform the process of mentoring for all. Our aim is to provide opportunities and a safe space for the mentor-mentee to widen their horizons, help break down social barriers, and develop mutual respect and understanding between people of different backgrounds.

## What will we do

1MM will harness the experiences and talents of people from different backgrounds to support young people to get into the world of work. We will use the latest digital technologies to develop an online platform to recruit, train and deploy mentors to organisations working with young people.

We will be responsible for ongoing recruitment across the UK, national campaigns, background checks on all applicants and initial communication with potential mentors. Importantly we will also monitor the impact of the mentors on young people, against a researched and tested set of indicators, via agreed links back to the receiving organisation.

## How?

We will identify, recruit, train and accredit mentors and connect them to young people through partner organisations working with young people, including establishing relevant safeguarding checks.

Potential mentors will be signposted to our online platform which will provide information on the role of a mentor, the skills and time commitment required, details of all of our partner organisations and all relevant training materials. They will also have access to face-to-face training in their local area.





## Power of Mentoring

The act of mentoring stretches back thousands of years. In Ancient Greece for example, Socrates mentored Plato, who later mentored Aristotle. In more recent times, prominent mentor - mentee relationships include those change-makers such as Mahatma Gandhi and Nelson Mandela, Maya Angelou and Oprah Winfrey, and Steve Jobs and Mark Zuckerberg.

At One Million Mentors, it is our belief that by investing in the next generation we are helping to shape the architects of a better tomorrow. Mentoring can open doors, inspire, support and encourage people to realise their potential and to achieve their dreams. Mentors can make a profound difference in the lives of their mentee - and in turn, strengthen our communities, economy, and drive social change.

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Mentoring brings us together - across generation, class, and often race - in a manner that forces us to acknowledge our interdependence, to appreciate, in Martin Luther King, Jr.'s words, that “we are caught in an inescapable network of mutuality, tied to a single garment of destiny.” In this way, mentoring enables us to participate in the essential but unfinished drama of reinventing community, while reaffirming that there is an important role for each of us in it.”

Marc Freedman - 2014  
Founder and CEO of Encore.org and  
Social Entrepreneur of the Year by the World Economic Forum

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As Mayor of London I believe good mentoring can make a significant impact to the lives of young Londoners. Mentoring has the potential to accelerate learning, skills, networks and opportunities of our young people to realise their potential and positively contribute economically and socially to our great city. There are too many young people who are not able to fully benefit from all the opportunities that this great city has to offer. Yet there is a unique set of talents, experiences and opportunities at our disposal in London. If we can mobilise this wealth of abilities to invest in our young people; give them guidance, support and access to networks, then we can unleash potential which will not only have a direct impact on young people, but on our businesses and communities more generally. It is then that we can say we are truly open to all within London and across the world.”

Sadiq Khan  
Mayor of London



### Case study 1

Alvin Carpio  
World Economic Forum  
Global Shaper



“Sadiq Khan has strengthened my belief that no matter where you’re from, you can make it to the top and change the world by making it a better place.”

Alvin works with governments, businesses, and civil society to address poverty in the United Kingdom. He was born and raised in East London. His mother came to the UK when she was 19 and worked as a chambermaid cleaning hotels. His father, who died when Alvin was 9 years old, came later and worked as a waiter. Alvin became the first in his family to graduate from university with a BA in History and Politics and has since completed a Master’s degree in social policy. UpRising instilled a great sense of duty in him towards his community and country as well as the value of giving back. He has spent the last decade campaigning for human rights in the Philippines, working with communities in Tottenham in response to the English Riots in 2011, running soup kitchens for the homeless, advising governments in Europe and the Commonwealth about responses to youth unemployment, and lobbying for changes to policies and amendments to legislation to support people in poverty across the UK. Alvin has been lucky enough to be mentored by a Lord, a Harvard lecturer, and the current Mayor of London. He credits what he has achieved up to this point to the lessons, support, and belief his mentors have given him.

## Case study 2

Emma is a senior reporter at Energydesk, the environmental news site run by Greenpeace. She has won a British Journalism Award for her work on the Guardian's climate change campaign "Keep it in the Ground", and a Legal Reporting Award for her reports on the impact of cuts to legal aid. She also worked on the Guardian's international campaign against FGM.

Emma found Christina's advice and support extremely useful in getting her first journalism job on the Guardian's trainee scheme. Her mentor combed through Emma's application, gave her a mock interview, and supported her throughout the process. Over the last few years Christina has advised Emma on numerous occasions when she has come up against the challenges of an industry she knew little about on the inside.

“My mentor has been a source of comfort. She has built my confidence to know that there is someone there to offer support when starting out in a new profession, that can at times feel overwhelming.”

Emma Howard  
Senior Reporter  
UpRising Trustee and ELN member



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I think it's easy to underestimate the challenges young people face in getting a first rung on the career ladder and it's a privilege to help them on their way.”

Christina Patterson  
Journalist and Broadcaster



Christina is a journalist and broadcaster who writes about culture, society, politics and the arts for The Sunday Times and The Guardian. A former columnist at The Independent, she was shortlisted for the Orwell Prize for her campaigning work to raise standards in nursing. She always dreamt of being a journalist, but did not know any journalists when she was young, and did not have the confidence to break into what she knew was a tough trade. When Christina finally did, in her thirties, she knew she had found her vocation. So when Emma Howard asked her to mentor her, she was delighted to offer the help she never had. Christina was impressed by Emma's determination and ambition, and helped steer her through the application and interview process to get her first job on a national newspaper. Christina continues to offer advice and support and is thrilled to see the extraordinary progress Emma has made.



## Case study 3

Kawsar Zaman  
Trainee Solicitor



Kawsar was born in Tower Hamlets, the youngest of seven siblings. His father worked as a tailor's press while his mother stayed at home looking after the children. His older siblings all having left school at 16 in order to financially support the family, Kawsar was the first – along with his twin brother – to attend university, graduating from LSE, Oxford University and Harvard Law School as a Fulbright Scholar. He is currently working as a trainee solicitor at Clifford Chance LLP and is also a School Governor at Morpeth Secondary School (where he studied), a Trustee at Toynbee Hall, and a Commissioner for the Citizens Commission on Islam, Participation & Public Life.

Kawsar was mentored by Rushanara Ali MP from college, through to university and then into working life. Kawsar believes many of his achievements to date have been as a result of the support and advice that Rushanara has given him. According to Kawsar, Rushanara's commitment to his personal and professional development has been second to none. Despite her incredibly busy schedule as an MP, Rushanara has always gone beyond the 'call of duty' - often introducing him to other key figures in the world of law and politics.

"For young people from non-traditional backgrounds like myself, a mentor can be the difference between success and failure. To have someone with clout and experience from industry is absolutely vital in building confidence and pathways to success. Mentors can become very influential and allow mentees to think through difficult challenges together, break down barriers and open doors where necessary."

Rushanara Ali MP  
Co-Founder of UpRising and  
Founding Chair of One Million Mentors



Rushanara began her career as the Research Assistant to Lord Young of Dartington (author of the 1945 Labour Party manifesto), helping him to set up Language Line, a national telephone interpreting company and Futureversity, a youth charity which has helped over a 100,000 young people – raising aspirations, cutting youth crime and getting them into work.

Rushanara credits Michael Young, among others, as an important mentor to her during her early career providing opportunities, confidence and networks which inspired her to later go into politics and get elected as the first ever British Bangladeshi MP in the UK.

Rushanara began mentoring Kawsar at the start of his leadership journey. She has enjoyed watching Kawsar grow from a student in Tower Hamlets to an emerging leader achieving success in the top academic institutions in the world, in the local community and now in the world of work. Rushanara and Kawsar continue to stay in touch.

"Growing up in the East End, I was all too aware of how cut off we were from power, from politics, and from opportunity. Having mentors gave me access to networks, gave me confidence, and helped me break into institutions like Oxford University and Parliament."

"It's vital we do everything we can to ensure today's young people are not prisoners of their background because it's sadly still too often the case that in twenty-first century Britain, too much talent is wasted, too many young people are held back, and too many are left behind. We cannot afford to lose a generation."

# Next Steps

Our process will be iterative with the ambition to recruit a million mentors over the next decade. We aim to start with a pilot stage which will allow us to test out the online offer with a modest number of mentors so that we can adapt and refine the product. We recognise the importance of taking the time to get this vital stage right in order to then rapidly scale up to a million.

## Timeline and delivery targets (subject to funding)

<b>Year 1</b> 2016/17	Design and develop online platform and small scale tests in key cities with key partner organisations.
<b>Year 2</b> 2017/18	Scale up to cover key cities around the UK. Partnerships with major national organisations and key local ones. Target of recruiting <b>100,000 mentors</b> by the end of year two.
<b>Year 3</b> 2018/19	Bring in remaining national partners and expand local coverage. <b>200,000 mentors</b> by the end of year three.
<b>Year 4</b> 2019/20	Fill any remaining partnership gaps and consolidate existing relationships. <b>300,000 mentors</b> by the end of year four.
<b>Year 5</b> 2020/21	Continue to consolidate and build. <b>400,000 mentors</b> by the end of year five.
<b>Year 6</b> 2021/22	To have recruited, trained and deployed <b>500,000 mentors</b> .
<b>Year 7</b> 2022/23	To have recruited, trained and deployed <b>700,000 mentors</b> .
<b>Year 8</b> 2023/24	To have recruited, trained and deployed <b>800,000 mentors</b> .
<b>Year 9</b> 2024/25	To have recruited, trained and deployed <b>900,000 mentors</b> .
<b>Year 10</b> 2025/26	To have reached our ambition of <b>1 million mentors</b> mentoring 1 million young people across the UK.

We are looking to charge an annual mentor membership fee which will contribute to a self-financing model and allow us to rapidly scale.

# The Team

Alveena Malik  
Co-Founder & Director  
One Million Mentors



Former CEO of UpRising with 15 years experience of working, at a senior level, on equalities and cohesion issues as well as delivering social innovation projects.

Previously, Alveena was Principal Associate at the Institute for Community Cohesion (iCoCo) with lead responsibility on Education and Cohesion Policy and Intercultural Dialogue. She liaised with national/local government and schools on the role that education can play in bridging cultures, strengthening active citizenship and promoting community cohesion.

Alveena was also Head of Communities and Integration Policy at the Commission for Racial Equality (CRE) where she led the development of CRE policy on issues of Migration, Segregation, Extremism, Interfaith Dialogue and Conflict Resolution and Mediation.

Alveena was appointed as Special Advisor to the Communities and Local Government Committee on Migration and PREVENT. In 2010 she was appointed as Faith Panel Advisor to the Secretary of State for Communities and Local Government. She was also an Advisor to the Law Society's Equality and Diversity Committee.

Judith McKinney  
Development Manager  
One Million Mentors



Extensive experience in project management, administration and events management for an international NGO and several charities in the UK with a focus on young people and employability.

Judith worked at City Gateway, an East London Charity and Alternative Provision Free School that offers training for young people and women, starts social enterprises to serve the local community and builds partnerships with a wide range of firms and community organisations to help people into employment. Judith joined City Gateway in 2010 as Personal Assistant to the CEO, moving roles to Senior Executive Administrator in 2013 where she led a team of Personal and Executive Assistants, as well as supporting the Senior Executive Team and Governance. As part of her time at City Gateway, Judith supported the CEO and Senior Executive Team through the Ladder for London Campaign in conjunction with the Evening Standard newspaper, the goal of which was to create 1000 new apprenticeship placements.

More recently Judith coordinated The Young Foundation's "MY100 Conference" in November 2015 and formed an integral part of the event team leading on UpRising's national fundraiser in February 2016.

Judith has a passion for languages, in which she obtained a BA degree from Queen's University of Belfast. Her love of languages and further studies in European Business Administration led her to work in Spain for 10 years as Personal Assistant to the International Director of an NGO, World Horizons International.

# The Advisory Board

**Aaron Ross** ▪ Managing Director of Vix Technology, the largest transport ticketing provider you've never heard of...Vix installs and operates systems that process over 5 billion passenger journeys globally in cities from Beijing to Cape Town and everywhere in between.

**Alexander Stevenson** ▪ Co-founded RSe Consulting, a public sector consultancy specialising in Local Government, and is currently a Trustee at The Young Foundation.

**Sheikh Aliur Rahman** ▪ CEO of the London Tea Exchange and Senior Advisor to Capital Media and Consultancy, advising a number of high profile clients on major developments across London.

**Andrea Cooper** ▪ Head of Foundation for Liverpool Football Club. Former CEO of UpRising and has held senior positions at the BBC, Common Purpose and Proctor and Gamble.

**Dakshesh Patel** ▪ Established career in the banking sector and now Founder and CEO of Zympay, a FinTech venture which has a

vision to deliver a seamless global digital payment's service working with strategic banking and Institutional partners to deliver diaspora payment services.

**Guy Baring** ▪ Held senior executive role at Practice Law Company and now pursues a range of activities including holding non-executive roles in small businesses and angel investing.

**Jon Huggett** ▪ Advises social enterprises and social innovators globally, including Nesta, the Wikimedia Foundation, and the Open Society Institute. The Guardian, Stanford Business and other journals around the world have published his writing.

**Michael Lynas** ▪ CEO of National Citizen Service (NCS) Trust. Formerly senior civil servant at No. 10 Policy Unit.

**Hon Mike Rann AC CNZM** ▪ CEO of Rann Strategy Group based in London and Milan and Visiting Professor at the Policy Institute of King's College London. He was Premier of South Australia and Minister of Economic Development from 2002 to 2011.

**Nicola Burdett** ▪ A communications consultant. She has previously worked as a Special Advisor under the last Labour government and is a former BBC journalist.

**Oli Barrett MBE** ▪ Co-Founder of social innovation agency Cospa, helping companies and causes to create and grow ventures which make money and make a difference.

**Rushanara Ali MP** ▪ Co-Founder and Founding Chair of One Million Mentors; Labour Member of Parliament for Bethnal Green and Bow. Before entering politics Rushanara was Associate Director of The Young Foundation where she co-founded UpRising, Maslaha and the Social Innovation Exchange.

**Sam Williams** ▪ Director of External Relations and Deputy CEO of UpRising, a UK-wide youth leadership development organisation. An experienced communications and public affairs specialist, Sam has a track record of success in the private, public and third sectors.

## Our Current Funders



Thank you to all our private donors and investors who have contributed to the exciting start-up phase of the One Million Mentors project.

## With Special Thanks



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**UpRising Leadership Programme  
One Million Mentors Project**

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