



Prince's Trust

# Million Makers

## The Corporate Challenge

"It's a win-win situation for both parties – we get to help a very worthy cause and the very worthy cause gets to help us as an organisation."

**Sonia-Wolsey**  
**Cooper, Group HR**  
**Director, Axa UK**

### How much does it cost?

There are no other financial outlays required. At The Prince's Trust, we pride ourselves on creating mutually beneficial partnerships. For us it makes sense; we provide the learning and development opportunities for your staff, whilst you help us to raise vital funds.

The Prince's Trust will make the initial investment of £1,500 for each team and we will ask your company to underwrite this upfront capital investment. To date, no team has defaulted on its original investment.

### What is it?

The Corporate Challenge tasks teams of aspiring entrepreneurs; from graduates to senior employees, to work together to turn £1,500 seed funding into a profit of £10,000 for The Prince's Trust over the course of 6 months. Once established teams pitch their business plans to a Dragon's Den style panel in order to secure their seed funding. In the knowledge that they have a robust and water-tight plan, the teams then implement and promote their own mini enterprise. A host of teams from companies and organizations across the UK compete against each other to run the most profitable mini enterprise.

### What are the benefits to your company?

In this current climate what are your company's needs?

- ✓ To engage, inspire and motivate your staff
- ✓ To cut the cost of training whilst delivering continued personal development
- ✓ To be socially responsible and raise your public profile

Million Makers is proven to build essential working skills and motivate your employees. Teams are faced with a very real challenge in turning an initial capital sum into profit. Studies have shown that when employees achieve something challenging, the pressure more often than not has a positive effect on your employees' level of psychological wellbeing, which is in turn linked to an improved performance in the workplace.

### What are the benefits to your employees?

**85% of past participants would recommend Million Makers to their colleagues.**

#### Previous participants have told us:

88% developed their ability to work in a team

77% felt they had improved communication skills

72% experienced an increased sense of motivation and self confidence during the challenge

### How do I sign up?

To find out more or to put forward a team, please get in touch with your Prince's Trust representative

or contact: [getinvolved@princes-trust.org.uk](mailto:getinvolved@princes-trust.org.uk)

or call:  
020 7543 1250

