

Case Study

The Prince's Trust
Sustainable Partnerships
Charity

Ricoh makes
The Prince's Trust
partnership central to
leadership development
and corporate
responsibility



Ricoh has undertaken a number of mentoring and fund-raising activities, and IT services expertise for The Prince's Trust resulting in over £100,000 donated in a year. Crucially, Ricoh also developed an innovative

relationship that fully integrates this community investment work into its leadership development programmes, making it a sustainable, corporate responsibility commitment.

Executive summary

Name: The Prince's Trust
Location: London
Size: 1,100 staff and 6,000 volunteers
Activity: Youth charity

Challenges

- Improve life and employment opportunities for young people
- Bridge the gap between corporate community investment and business objectives

Solution

- Building and maintaining sustainable partnerships
- Ricoh corporate responsibility and leadership programmes

Benefits

- Provides The Prince's Trust with over £100,000 a year in funds and support
- Ricoh mentoring helps vulnerable young people gain employment
- Ricoh leadership development programme raises £8,000 in one year
- Partnership with The Prince's Trust helps Ricoh employees develop leadership and team-building skills

Challenges

The Prince's Trust is a UK charity that supports 13 to 30 year-olds who are unemployed and those struggling at school and at risk of exclusion. Many of the young people helped by The Prince's Trust are in or leaving care, facing issues such as homelessness or mental health problems, or they have been in trouble with the law.

The Prince's Trust programmes give vulnerable young people the practical and financial support needed to stabilise their lives, helping develop self-esteem and skills for work. Three in four young people supported by The Prince's Trust move into work, education or training. The Prince of Wales's charity has helped 750,000 young people since 1976 and supports over 100 more each day.

Critical to the work of The Prince's Trust is the support it gets from industry and one of the leading exponents of that support is Ricoh. Not only does Ricoh provide The Prince's Trust with assistance in the form of mentoring and donations, it has made its relationship with The Prince's Trust part of its own employee development programme.

Ricoh began its partnership with The Prince's Trust in 2012, having selected the charity on the basis of alignment with Ricoh's strategic Corporate Responsibility themes, along with opportunity for employee skill-based volunteering. Partnership with The Prince's Trust also included membership within The Prince's Trust Technology Leadership Group (TLG), a corporate social responsibility roundtable forum for companies and individuals from the UK technology, media and telecoms industries. The group is dedicated to raising funds, support and awareness to reduce the numbers of young people facing long term unemployment.

Today Ricoh's support for The Prince's Trust has expanded significantly to include three main areas – workshops, work placements and fund raising – and Ricoh is now recognised as a Silver Patron based on the scale of value contributed to The Prince's Trust.



Solution

One of the most innovative ways that Ricoh offers help to The Prince's Trust has been to make its support integral to the company's corporate responsibility and people development goals. Ricoh has a leadership development framework incorporating four levels from entry level to senior leadership – explore, enable, inspire and aspire. Employees on the framework carry out a number of Trust-related activities. For example, as part of The Prince's Trust Finding a Work Placement Workshop, Ricoh employees spend time with young people helping to develop a wide range of work skills. Many of these young people have few basic workplace skills such as telephony, CV writing and interview techniques.

Beata Bishop McCarthy, Corporate Partnerships Manager for The Prince's Trust, says, "Ricoh employees are committed to making a tangible difference to young people in their local community, and are delivering practical workshops. They have support from The Prince's Trust in terms of resources, session plans and guidance, but it's the Ricoh people that are really driving things forward on their own. They are sharing their own first-job experiences and are helping to make the workshops pivotal moments in the young people's progression. The advice and encouragement Ricoh employees are providing during the workshops is changing young people's lives forever by helping them to take their critical first steps towards finding a job."

As well as helping young people find work placements, Ricoh also offers placements at its own offices. Currently these are at Ricoh's innovative Northampton HQ, but there are plans to extend placements to other areas of the business such as IT. McCarthy says, "Many young people have never set foot inside a corporate environment. So having the chance to carry out their work experience in a large, well respected company like Ricoh is a great opportunity. It is the first step on the path to employment for young people who otherwise would never have had this kind of opportunity."

Ricoh has also integrated The Prince's Trust's entrepreneurial fundraising challenge Zero to Hero into its leadership development framework. In a Dragon's Den-style pitch, teams present their fund-raising ideas to a Ricoh board member sponsor. Then each team spends several months planning their ideas, before having just one day to put them into action. The team that raises the most money wins.

"The Prince's Trust Zero to Hero challenge has been an overwhelming success for Ricoh, and has provided multiple benefits to our business and employees, including developing key business and interpersonal skills and internal team building, with a resulting increase in employee engagement. For Ricoh, this has been a perfect win-win situation - with both young people and our business benefitting positively," says Rebekah Wallis, Director - People & Corporate Responsibility, Ricoh.

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Case Study The Prince's Trust

Gareth Parker, a Services marketing development manager at Ricoh, was in one of the Zero to Hero winning teams, which raised almost £4,000. During the day, teams carried out a number of innovative fund raising activities, including a virtual bike ride covering 220 miles between Ricoh offices in Northampton, London and Cardiff. Parker says, "There is clear evidence that the Zero to Hero programme makes a difference socially, but also for the business and the people you work with. For me it was togetherness and achieving as a group and how we used technology to promote good communication between offices. I found it very rewarding and a great sense of achievement."

As well as all these activities, Ricoh has also provided The Prince's Trust with a Ricoh Document Management solution comprising 82 Ricoh Multifunction Products (MFPs) distributed across 44 Trust locations around the UK. It handles print and document management requirements including a print and copy management solution to monitor and report on usage, provide controls and facilitate Follow-You printing. This will reduce print and copy costs and will give The Prince's Trust more awareness and control on their printing and copying.

Benefits

Ricoh's partnership with The Prince's Trust is benefiting young people by more than £100,000 every year through the gifting of Ricoh document management solutions, the donation of employee time and fundraising activities of the company and employees.

But what has impressed The Prince's Trust is the way in which Ricoh has made its community investment activities a key part of corporate development. McCarthy from The Prince's Trust, says, "What's been very interesting with Ricoh is how it has fully integrated Trust activities into its leadership development framework and tied it in with learning and development. Ricoh benefits, Ricoh employees benefit, and so do the young people we aim to help. But most significantly, this kind of integration makes everything that Ricoh does for The Prince's Trust sustainable."

In recognition of the scope and depth of its partnership, The Prince's Trust recently awarded Ricoh Silver Patron status. This was directly as a result of the value of financial contribution to the Trust, predominantly through the gifting of the document and print solutions.

Young person's experience

Jamie Fox: Trust Team Building Programme, gains full-time employment

Jamie Fox left school at 17 and started working in a warehouse. But three years later he was sacked after getting involved in a fight. He became unemployed and, because he could not afford bills and rent, lost his motorbike and a place to live. Although at first reluctant, he was persuaded to join up to The Prince's Trust Team Programme which included job skill workshops run by Ricoh and a work placement at Nazareth house, a care home for elderly people with Alzheimer's and Dementia. The Team programme is a 12-week programme of personal development, helping 16-25 year olds - the majority unemployed - to develop their confidence, motivation and skills through teamwork in the community. On the programme, young people are building their confidence and motivation and are encouraged to think about their futures.

Fox says, "Ricoh and The Prince's Trust helped me find a work placement that led to a full-time job. They helped me display the right manner and get the right skills for the placement and I was lucky enough to be given an interview at Nazareth House. The training and preparation in the Ricoh workshop helped me put together a professional CV that I would never have been able to do on my own. I was able to go into the interview with a lot of confidence, knew exactly what I was going to say and was able to answer questions to a high standard. As a result of the successful interview, I was offered a full-time position at Nazareth House."

Nick Evans: Ricoh Field Service Manager, presented a Finding a Work Placement workshop

Nick Evans was involved in a workshop for 17 participants as part of the Prince's Trust Team Programme. Evans has managed a technical team at Ricoh for over 10 years, so is quite experienced at presenting and delivering training.

Evans was provided with material by The Prince's Trust, but he and his colleague also introduced some of their own ideas to make the workshop more engaging. For example, Evans and his colleague did not reveal their job titles to encourage delegates to start thinking 'outside the box' when looking for their own job placements. Even basic elements of the session were revealing for the delegates. When explaining what Ricoh does, delegates were shocked at the scope, skills, detail and precision that goes into manufacturing and marketing printers. It helped them understand the many avenues through which their career could develop.

Evans says, "I have to say that from a personal development view it was a great experience and I've encouraged all my colleagues to do it. It opened my eyes to some of the great skills that these young people have which is a fantastic foundation for finding employment."

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