

Raising a Resilient Generation Initiative

Building Resilience



This podcast series explores the journeys of individuals who have overcome adversity, sharing **real stories** that inspire growth and resilience.



Hosted by Chantel Brooks



NOVEMBER 2025



About & Impact

Equipping the Community to Raise Resilient Young People

Over the next six months, Raising a Resilient Generation will ignite conversations across schools, homes, and communities. Helping parents, teachers, and leaders understand what's really holding young people back from thriving.

Through filmed episodes, real-life stories, and practical tools, we'll raise awareness of key issues affecting youth resilience and empower the community to move from awareness to action.





Why Resilience Matters

The West Midlands Works Plan highlights a clear challenge:

- **Nearly 1 in 3** young people in the region struggle to access meaningful work or training.
- **Poor mental health** and low confidence are major barriers to success.
- **Schools and colleges** are essential to closing this gap.

That's where Raising a Resilient Generation steps in. We help young people and the adults who shape their world build the mindset, confidence, and skills to transition successfully from education into employment.

Our mission aligns with regional goals for inclusion, wellbeing, and growth.





Our Audience

A recent poll revealed that our reach spans:

- **Parents** seeking better ways to support their children.
- **Teachers** and school leaders driving wellbeing in education.
- **Community influencers** church leaders, youth mentors, and local organisers shaping young lives.
- **Students** who see themselves represented and inspired through these stories.

Each episode sparks meaningful dialogue across classrooms, living rooms, and boardrooms.



The Data

- According to a 2025 report by Ofcom, around 24% of people aged 15–24 report listening to a podcast weekly.
- For the slightly older group (18–34), data from Edison Research (2024) shows the majority are monthly listeners, and 41% are weekly listeners.



Our Shared Values

We partner with organisations that champion:

- **Resilience** – building strength through adversity
- **Diversity** – celebrating every story and background
- **Education** – creating opportunity through learning
- **Career Development** – preparing young people for purposeful work





Visibility & Engagement

Sponsors are seen and heard:

- Featured across social media, website, credits, and event flyers (digital + print).
- Branded shout-outs within episodes.
- Logo placement in the intro/outro and marketing materials.

Sponsors can actively participate:

- Join as an episode guest or co-create classroom resources.
- Offer giveaways or sponsor student competitions.
- Partner on live or digital resilience workshops.



Measurement & Reporting

Each sponsor receives an Impact Report at the end of the season:

- Episode views & engagement metrics
- Number of schools reached (200+ on our current list)
- Audience testimonials & feedback highlights
- Inclusion in the Raising Resilience newsletter impact summary

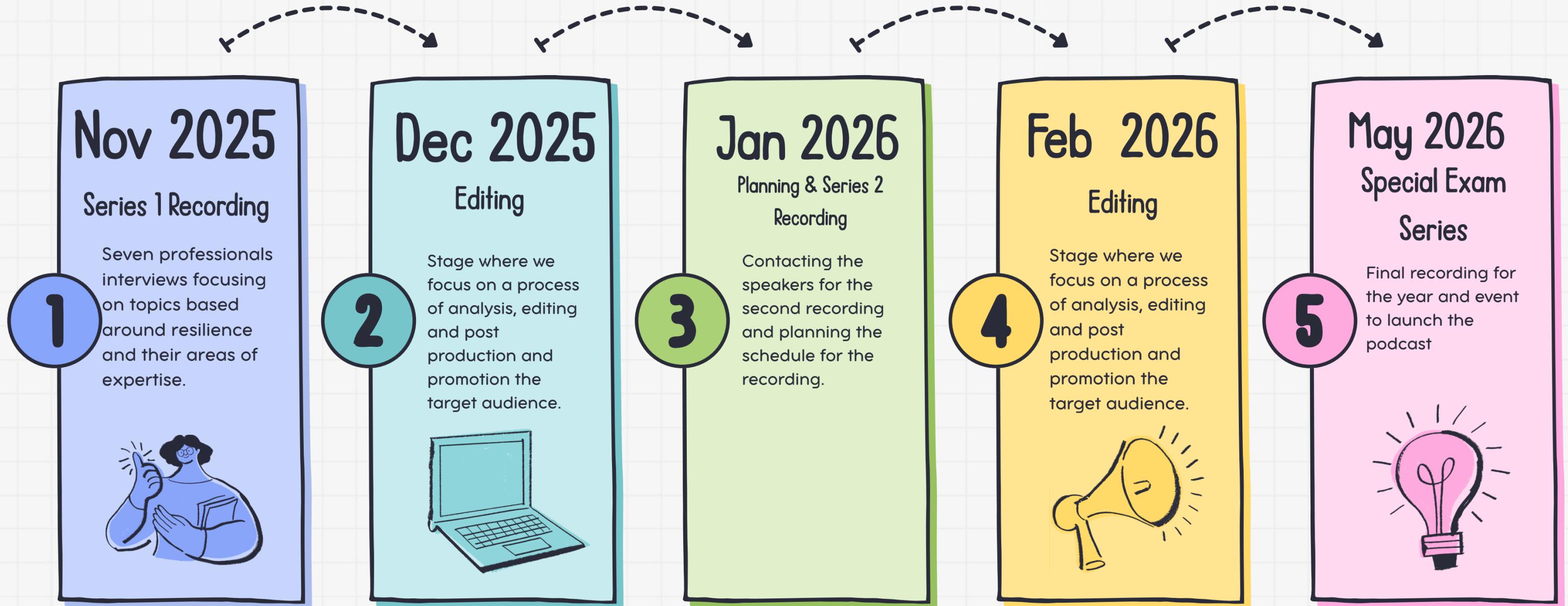


Partnership Duration

- 12 Episodes across 2 Seasons
- Filming in
 - November 2025 and
 - January 2026
- Weekly episode release schedule



TIMELINE





Mutual Value Exchange

Beyond visibility, sponsors gain:

- CSR alignment with youth empowerment and wellbeing
- Content licensing (by agreement) for corporate channels
- Storytelling assets showcasing their community investment

Exclusivity

To preserve brand integrity and audience trust:

- 1 exclusive Education Partner (alongside BOA Stage & Screen Academy)
- 1 exclusive Tech Partner (Top Tier only)



Legacy & Long-Term Impact

Your sponsorship doesn't end with airtime, it creates legacy moments:

- Sponsor a Resilience Workshop in local schools
- Fund a Student Award or Community Resource
- Support a live conference or summit expanding this conversation nationwide

Chantel Brooks is already a trusted voice in schools, your brand will be part of expanding that impact.

Partners we're looking for:



Education Partner

Engage with schools and promote educational resilience initiatives.



Corporate

Elevate your brand visibility through targeted audience engagement.



Title Sponsor

Maximize impact with exclusive branding opportunities and recognition.



Fundraising

Join us in supporting programs that build community resilience.



Community Engagement

Foster connections that inspire growth and development in youth.



Achievements

Celebrate milestones that empower future generations of leaders.

Sponsorship Tiers

Ready to Partner?

Join us in raising a resilient generation one story, one school, one community at a time.

£1K will help me reach 10K young people across the UK who come from low-income families through listening to the podcast will help to change their mindsets towards resilience.

Visit raising-resilience.co.uk

Email admin@raising-resilience.co.uk

Education Partner
£2,500

Logo placement on all episodes + guest seat + co-branded digital resources + impact summary.

Corporate Sponsor
£5,000

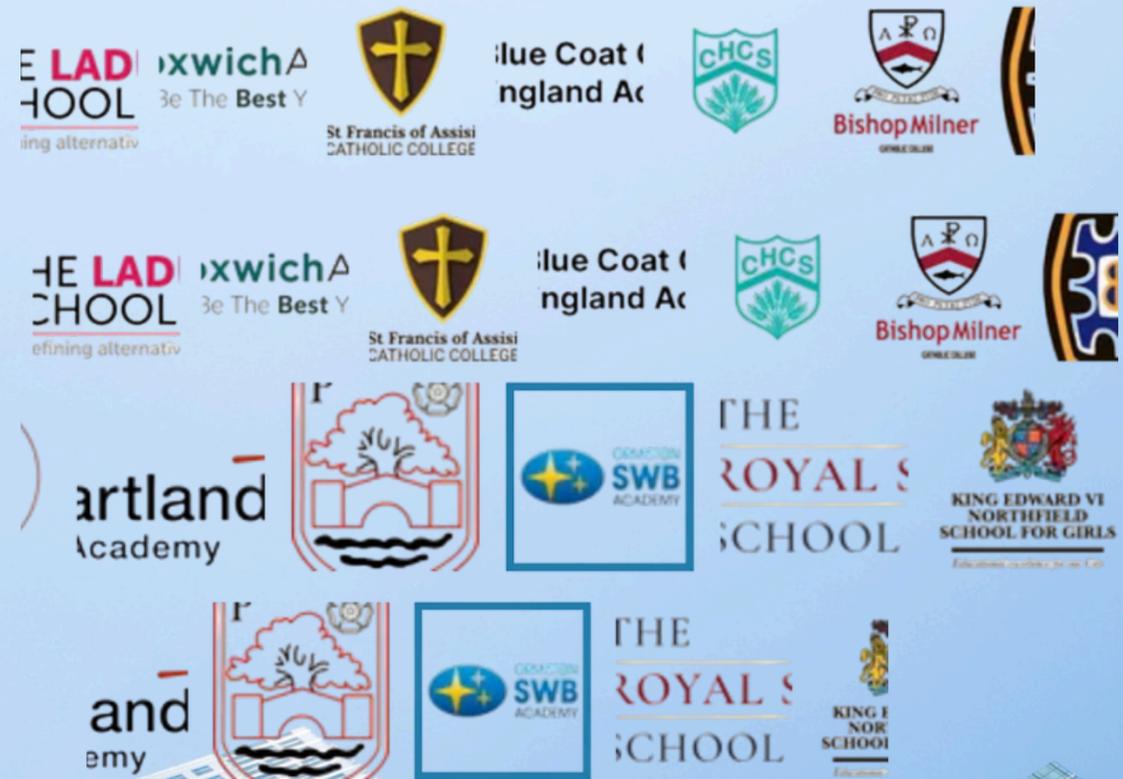
Brand shout-out in intros/outros + logo on set + feature in one social campaign + newsletter spotlight.

Title Sponsor
£10,000

“Powered by [Brand]” in all marketing + co-branding on visuals + episode co-host slot + exclusive impact report + content licensing rights.



Previous and Current Sponsors



Chantel Brooks



The Resilience Speaker

“From Setback to Comeback - Building Unstoppable Confidence in Students, Teachers and Parents”

Trusted by



Join Our Mission





Let's Connect and Build Resilience Together

Visit raising-resilience.co.uk
admin@raising-resilience.co.uk

[Book a chat now](#)

