



Sponsorship

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SheCanEngineer – The Charitable Incorporated Organisation (CIO)

SheCanEngineer started as a non-profit Diversity, Equity & Inclusion (DE&I) joint-institution initiative based in London, in 2016. As of July 2023, SheCanEngineer is a registered charity, bringing together volunteers from the Professional Engineering Institutions (PEIs).

In order to maintain our long-standing collaboration with the PEIs, SheCanEngineer is in the process of on-boarding the PEIs as voting Members on an annual subscription – they will hold the charity accountable from a governance-perspective. Associate Members (non-voting) will be long-term volunteers responsible for the day-to-day operations and events planning.

The Vision

Year on year, research continues to show that companies are significantly more likely to perform better and innovate more effectively when teams are diverse, and environments are inclusive. Yet women are under-represented at every stage of the STEM skills pipeline: from primary education through to retention in the engineering workplace. A 2022 study by [EngineeringUK](#) showed women to make up 16.5% of the engineering workforce; a statistic that improved by 6 percentage points from the previous year.

At SheCanEngineer, we have been working to close this gap by showcasing the accomplishments of female engineers, raising awareness around issues relating to DE&I, and promoting engineering skills to children as young as nine years old.

Our vision is gender parity in the engineering workforce, and we are determined for our outreach to be accessible to all.

The Ethos

SheCanEngineer realised early on that by opening up all activities to all genders we could achieve our objectives to a higher level than those bodies that act exclusively. With men making up 83.5% of the engineering workforce – as the directors, managers and peers of women in engineering – by engaging each other in conversations around what it means to be a female in engineering, they can help SheCanEngineer achieve our vision.

Our awareness campaigns for engineering professionals are celebratory in nature – designed to provide an environment where women in engineering feel valued, inspired and motivated; all the while supported by their male counterparts.

Our DE&I workshops have been designed to engage our delegates in eye-opening conversation, and provide a space in which people can speak openly about their experiences.

Our STEM outreach extends beyond the delivery of engineering education, by exposing students, as well as their teachers and parents, to what a career in engineering could look like, and inspiring confidence in female students especially. The activities provide students with visible female role-models, and normalise the role of women in engineering leadership to girls and boys alike.

The SheCanEngineer-directed STEM education takes place at primary and secondary school levels, with the clear focus on engineering, since science, technology and mathematics are better-covered by the school curricula. The content of this education is not limited to the technical, but also addresses the communication, teamwork and creativity required, all the while engaging the students in what it means to “think like an engineer”.

International Women in Engineering Day

International Women in Engineering Day (INWED) is an annual celebration on June 23rd developed and coordinated by the [Women's Engineering Society \(WES\)](#). At SheCanEngineer, we historically centred our work around INWED, with live events celebrating professional engineers, as well as STEM outreach initiatives designed to inspire the next generation.

Videos and photos of previous events can be found here: shecanengineer.com/galleries

Virtual Activities

In recent years, in support of INWED, SheCanEngineer aimed to reach wider audiences across the UK, through virtual engagement:

- **Podcasts:** A frequent and affordable route for us to reach our audiences, our [Podcast Series](#) has been running for over a year, addressing a range of DE&I in engineering topics, from apprenticeships to parental leave.
- **Webinars & Videos:** Our in-person STEM-debates have been aired live as webinars, and we have brought engaging activities and competitions to 300+ children across the UK.

Events & Workshops

Thanks to the support from corporate sponsors, PEIs, collaborators and volunteers, SheCanEngineer has been able to expand the breadth of activities beyond INWED.

Evenings Celebrating Diversity in Engineering

- These in-person events are typically in celebration of INWED, are open to the public free-of-charge, and have attracted audiences of over 300 people.
- The evenings include talks, workshops and discussions by inspirational leaders in engineering and DE&I.
- Sponsors exhibit in stunning settings for a drinks' reception and networking with the guests.

STEM Outreach Days

- In 2023, SheCanEngineer's school STEM engagement focused on Manchester and London.
- These events include workshops – exposing the students to a range of technical and non-technical skills required across engineering disciplines, with an engaging element of competition.
- Students attend technical engineering debates between brilliant female engineers.
- The PEIs exhibit at a Careers' Fair session, during which the students are able to engage with representatives from the different fields of engineering in an informal capacity.
- Speed-networking sessions in which small groups of students get to "interview" working engineers to gain a more personal insight into the range of engineering careers. The students will end up speaking with around 20 engineers; and as the groups are small, there is the opportunity for quieter voices to be heard.
- SheCanEngineer aims for these events to support schools in meeting the [Gatsby Benchmarks](#), in particular: linking curriculum learning to careers; encounters with employers and employees; encounters with further and higher education.

Professional DE&I Workshops

- SheCanEngineer has designed and delivered talks and training workshops to raise awareness around Diversity, Equity & Inclusion in Engineering & Management.
- These sessions have been run for corporations and Professional Engineering Institutions, and consist of interactive activities and honest discussion, with the delegates coming away with new insights and motivation.

Sponsorship & Funding

To fund our activities, events and running costs, SheCanEngineer is seeking sponsorship and partners from the corporate engineering sector.

As a registered charity, we anticipate broadening the scope of our activities – reaching new audiences and geographies – but to achieve this, we need the support of past sponsors and new.

Sponsoring SheCanEngineer comes with several benefits, the most important of which is often that to company reputation. Active support of a recognised DE&I charity gives a company the opportunity to inspire their female employees, and attract new recruits who value a commitment to diversity and inclusive environments.

Understandably, the amount a corporation is able to pledge in a given year is based on a number of factors; and so, to be accessible to all, the CIO has drawn up Sponsorship Tiers.

The SheCanEngineer calendar runs from September through to August, but sponsorship can be pledged at any point in the year and the benefits will run for the 12 months.

	Bronze	Silver	Gold	Platinum
Logo on Website & Promotional Material	•	•	•	•
Logo & Banner at upcoming INWED Evening Event	•	•	•	•
Exhibitor Stall at upcoming INWED Evening Event		•	•	•
Large Logo on Website & Promotional Material			•	•
Collaborations on Blogs/Podcasts			•	•
DE&I Talk/Webinar (1hr session) ¹			•	•
DE&I In-person Workshop (1/2 day session) ¹				•
Exhibitor Stall at all SheCanEngineer Public Events ²				•
Suggested Sponsorship Pledge ³	£1,000	£3,000	£6,000	£8,000

¹ Workshops, talks and webinars are available for up to 20 delegates and, when in-person, will be held in the London or Manchester areas.

² As of 2023, public events have only included the INWED evening celebrations. The intention is to add more in-person public events to the calendar; however, this is not guaranteed.

³ Tailored sponsorship packages can be created for corporations. Please get in touch if this is of interest.

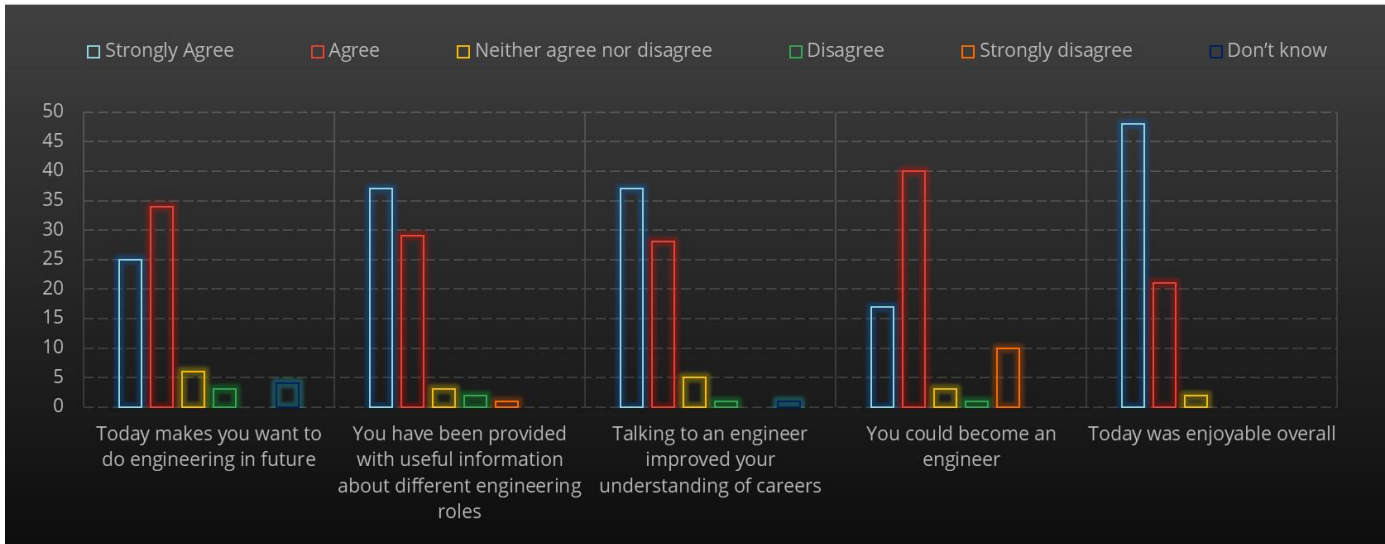
Registered Charity Number 1203808. The monetary sponsorship is to be considered exclusive of VAT. SheCanEngineer will issue an invoice for the pledged amount, payable by bank transfer into the SheCanEngineer bank account. The money held within SheCanEngineer accounts will be used solely for SheCanEngineer activities. The funds will not be limited for use in this calendar year.

We look forward to having you on board; and in the meantime, we will be happy to answer any questions. Please do not hesitate to get in touch with us via our email or website:

info@shecanengineer.com & www.shecanengineer.com

STEM Outreach Statistics

- In June 2023, the survey of 72 students (year 7-9) who attended the SheCanEngineer INWED STEM event, yielded some encouraging statistics:



- In March 2023, SheCanEngineer hosted 79 students (year 10) at a STEM event in partnership with the University of Manchester, with 95% of the students feeling that speaking with an engineer that day improved their understanding of careers in engineering.
- Of the students surveyed at the INWED STEM Event in 2022, 81% said they would want to do more engineering-related activities after participating in our event, and 75% came away from the event feeling like they could become an engineer.

Event Testimonials

“It was a fantastic conference highlighting women’s amazing contributions in the field. One of the things that stood out to me was the confidence and empowerment displayed by the speakers. They were not only successful and accomplished in their respective fields, but they also exuded a sense of fun and enjoyment in their work. This was incredibly inspiring and showed that women can not only succeed in engineering but also have a great time doing it. Additionally, the conference provided a fantastic networking opportunity and allowed me to connect with other like-minded individuals. It was clear that everyone in attendance was passionate about engineering and excited to learn from and support each other. Overall, the talks were engaging and inspiring, and I left feeling energised and motivated by them. I would highly recommend this conference to anyone, regardless of their gender, as it provides valuable insights and a supportive community for anyone interested in or pursuing their career in engineering.”

~ INWED Event Guest

“SheCanEngineer should be proud of not just their impact on the lives of women engineers and their allies, but also the organisation and excellence that they conducted their affairs. The events that I was able to take part in and observe were fantastically run, impacted their target audience and made the contributors feel welcome and valued, all whilst demonstrating the values of inclusivity, excellence and progress that the organisation aspires to promote. I look forward to seeing the SheCanEngineer organisation and reach continue to grow into the future.”

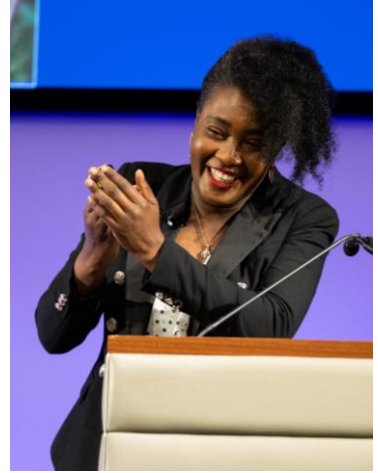
~ INWED Event Speaker



"It was a well-organised, thought-provoking, enjoyable evening.

I was inspired by those around me, and [it] got me thinking about what I can do as an ally."

*~Peter Gordon
(Event Guest)*



"The networking event, along with the picturesque backdrop of the River Thames was a huge success. It was an absolute pleasure to talk to prospective young female engineers about all the great work we do."

~Sponsor





82% of the students came away from the event wanting to do engineering in the future.



"The day was amazing [...] everything was so educational and even seeing the [IMechE's] architecture was inspirational."
~Yr 9 Student





"There were a lot of different things to do and jobs to partake in; and we all worked together."

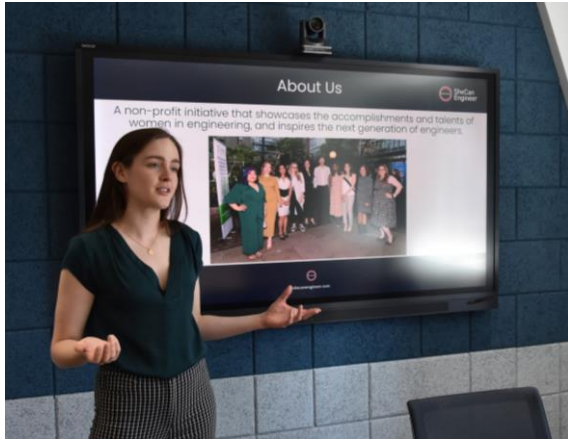
~Yr 10 Student



"It was fun being able to express all your creative ideas and also hear them [from others]."

~Yr 10 Student



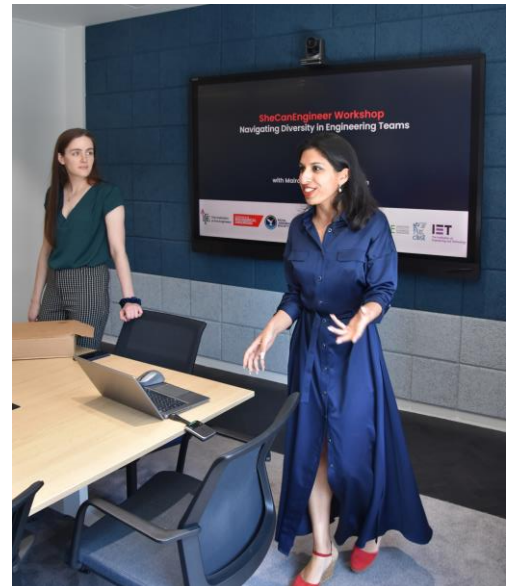


"[Since the conference] I've offered my support to our local women in engineering group for mentoring; it definitely made me think about what I could do to help."

~Delegate

Most highly-rated workshop at the IMechE's Essential Management Skills Conference:

9.7/10.





"The events that I was able to take part in and observe were fantastically run, impacted their target audience and made the contributors feel welcome and valued, all whilst demonstrating the values of inclusivity, excellence and progress that [SheCanEngineer] aspires to promote."
~Hasani Jess (Event Speaker)

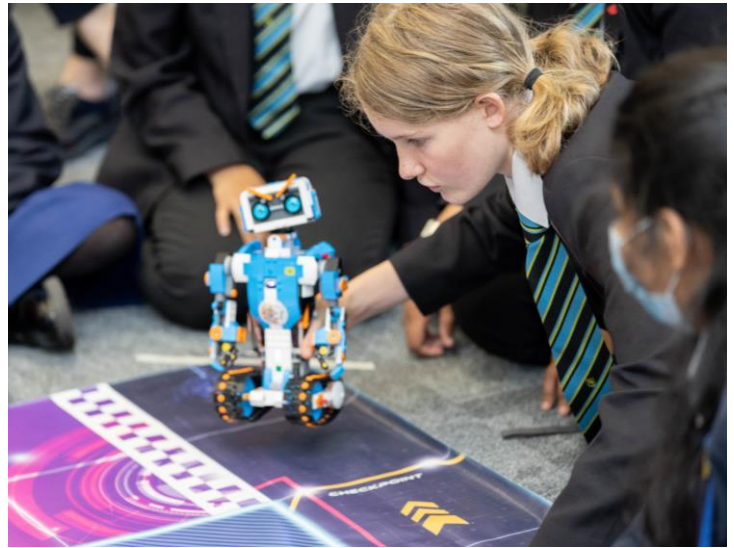


"As a young woman in engineering, I felt very inspired and motivated by such successful and passionate women."
~Hiba Talmoust (Event Guest)





75% of the students came away from the event feeling like they could become an engineer.



"You can't imagine my excitement when [our] robot started moving."
~Yr 8 Student



"Even the engineers were cool and nice and even came to talk to us."
~Yr 7 Student



shecanengineer.com
info@shecanengineer.com