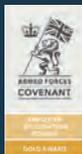


# PARTNERSHIP OPPORTUNITIES



Registered with  
FUNDRAISING  
REGULATOR

[www.twt.org.uk](http://www.twt.org.uk)

## MESSAGE FROM OUR CEO

Thank you for your interest in Walking With The Wounded's corporate partnerships.

For a young organisation, WWTW punches above its weight by achieving life-changing results for those veterans and their families who have found the transition back into civilian life difficult, whether mentally, physically or socially.

Our strategic partnerships enable our frontline teams to deliver this lasting impact for those who served and reach those veterans and their loved ones who need our support the most. We can't do it without you.

As a national charity we are active in communities throughout the UK, staying close to those we support and, as an agile organisation, we maintain a personalised approach in everything we do - this applies to our corporate partnerships.

**When we work with veterans and their families, we want them to be confident that they have a consistent caseworker throughout their journey with us** and equally, we ensure that our corporate partners feel part of our mission in reigniting a sense of purpose in those who served.

By partnering with WWTW, you and your employees are joining forces with us to make a direct and lasting difference



**We maintain a personalised approach in everything we do - this applies to our corporate partnerships.**

in the lives of veterans across the UK. Every person we work with has unique needs and we rise to the challenge of delivering bespoke care. Likewise, together, we can build a made-to-measure, meaningful partnership that reflects your company's goals and values, while delivering significant social impact.

In the pages that follow, you can find out more about joining us on this journey – and we'd be delighted to further explore with you what is possible together.

**Tony Hulton,**  
WWTW CEO

## PURPOSE OF TODAY'S ARMED FORCES

Beyond protecting our country, those serving in today's Armed Forces provide support to civilians in need around the world in many ways.

Facing far more than defence and combat, they have a much wider purpose.

Humanitarian and aid work, disaster relief, countering illegal trades such as those relating to drugs and animals, and peacekeeping all feature, bringing service personnel into contact with a range of dangers and traumatic experiences.

Around 4% of the UK population has served in the military, and this number rises when including family members. Approximately 143,000 businesses are veteran-owned, and our ex-military contain a wide diversity and intersectionality of groups, including female, minority ethnicity, LGBTQ+ and those with a disability.

Those who served in the British military form a crucial part of our society and their efforts and struggles deserve our recognition and support.



**“Veterans bring a unique combination of leadership, resilience, teamwork and adaptability to the corporate world. Their mission-focused approach, combined with highly transferable skills and unwavering commitment to excellence, creates an undeniable business advantage.**

**The fact that our corporate partners consistently seek additional veteran talent after experiencing the calibre of their first military hire speaks**

**volumes about the exceptional return on investment these individuals deliver. Hiring a veteran will be the best business decision you will ever make”**

Victoria Wales – WWTW Regional Operations Manager, North-East & Yorkshire BEM FIEP, Army veteran and Invictus Games athlete.





# WHY...

## WALKING WITH THE WOUNDED

The majority of those leaving the Armed Forces transition well into civilian life, bringing with them a plethora of skills and experience that enriches our society.

For a significant number, however, this transition can be more difficult, leading those individuals to have low wellbeing, multiple societal barriers and overall poor life satisfaction.

For those ex-Forces that are mentally, socially or physically wounded, Walking With The Wounded delivers proven employment, mental health and care coordination programmes, to get them, and their families, back on their feet. Our vision is a world where all ex-Forces personnel thrive post-service, and to achieve this we provide them and their families the tools to regain their independence and reignite their sense of purpose.

We support three key areas:

- Employment
- Mental Health
- Support Care Coordination



**We deliver proven employment, mental health and care coordination programmes**

We walk side-by-side with veterans in need and their families, and support them on their journeys back to civilian life, tailoring each person's programme of care to fit their unique needs and situation. This may not be a one-time fix.

**We will be here when they need us, throughout their journey, and to keep them moving forward.**

# PARTNER WITH WWTW AND YOUR COMPANY WILL BENEFIT

A partnership with WWTW delivers social value, generates profound societal impact, and all whilst providing tangible, commercial benefits to organisations and their employees.

Save time and money on the recruitment of untapped, military talent, the diversification of your workforce and the retention of existing personnel by aligning with our employment programme

Strengthen mental health and wellbeing agendas by accessing our keynote speakers, mental health workshops and challenge events

Demonstrate social value within your tenders and bids by utilising our rich, independently audited qualitative and quantitative data

Generate new business with 8,000+ Forces-friendly organisations who have signed the Armed Forces Covenant

## DXC have had a long association with WWTW.

From our initial connection when a small group of DXC employees entered the Cumbrian Challenge, word quickly spread amongst our people on the work that WWTW delivers to the Military Veteran community. It was a simple choice for DXC to move to a full partnership position and engage with WWTW to include Veteran recruitment and various other work-strands between us.

**Tim Olivey, Client Partner**  
UK&I Public Sector DXC Technology

## LEANNE'S STORY

**Leanne's military service with the Royal Corp of Signals was cut short when she was medically discharged after being injured in training. Initially she transitioned back into civilian life well, and used her military skills in the security industry.**

When her brother was tragically killed in a car accident some years later, however, Leanne struggled to cope. She tried to keep a 'stiff upper lip' but gradually developed severe depression and anxiety, made worse by the long hours and shiftwork her demanding job required. She knew she needed a change.

Applying for a variety of roles, Leanne never seemed to have the right experience and, over the next two years, her applications were repeatedly turned down. Finally she was offered a job, but the office environment proved to be oppressive, and her manager was dismissive and rude.

Trapped in a workplace that undermined her self-esteem, Leanne experienced a mental health breakdown. She was unaware that so many years after leaving the Army she would still qualify for help but she was referred to Walking With the Wounded.

Through Walking With The Wounded, Leanne was introduced to David, her Employment Advisor. David reached out to his contacts at Sunbelt Rentals



- a company committed to supporting veterans - and helped Leanne secure a role as a Hire Controller. From there, her confidence and career began to rebuild. Leanne has since progressed to become a Product Data Co-ordinator and she now proudly serves as a Veteran Ambassador.

Since joining Sunbelt Rentals three years ago, Leanne's journey has been both dynamic and rewarding and has come full circle. She has grown professionally, supports fellow veterans and promotes her employer's commitment to service members. One of the highlights of her career has been to be chosen as internal project lead for WWTW's Cumbrian Challenge - a role that reflects the trust placed in her and her dedication to making a meaningful impact.

“**The support from Walking With The Wounded has meant more than words can say — it's been a lifeline during the times I felt lost, a reminder that I'm not alone and a source of strength that's helped me rebuild my confidence, my purpose and my sense of belonging.**”

## DELIVERING SOCIAL VALUE IN PARTNERSHIP WITH WWTW

WWTW understands social value. In 2024, WWTW generated £29,016,167 in social value, equivalent to £5.58 for every £1.00 invested in our services. By joining forces, your business can use our figures to enhance the overall social value you record, satisfying stakeholders, shareholders, and aiding in positioning future tenders as the Most Advantageous Tender (MAT) in order to secure contracts.

You can drastically improve and quantify social value, generate quantifiable societal return through WWTW's own social value, support DEI through recruitment of ex-military and the engagement of NEETs, diversify your supply chain and promote SME participation.

To find out more about these opportunities:



# PARTNERSHIP LEVELS & BENEFITS

WWTW work with organisations of all different types and sizes. Whatever your business we have a partnership to suit your needs, allowing us to make a difference to veterans and their loved ones - together.

Level	Platinum	Gold	Silver	Bronze
<b>Veteran Employment &amp; The Armed Forces Covenant</b>				
Promotion of veteran employment opportunities through WWTW's Employment Advisers	✓	✓	✓	
Assistance with gaining Armed Forces Corporate Covenant status	✓	✓	✓	✓
Provide wellbeing resiliency workshops to your employees	✓	✓		
Enhance existing EAP through veteran-specific support	✓	✓	✓	
Access to Veteran Owned UK's database and resources (valued at £7,500/year) to strengthen your business's diverse supplier strategy	✓	✓		
<b>Marketing &amp; Branding</b>				
Designation as official WWTW partner	✓	✓	✓	✓
Featured in WWTW Impact Report	✓	✓	✓	
Logo on website	✓	✓	✓	✓
Marketing promotion through WWTW channels	✓	✓	✓	✓
Bespoke PR Plan in tandem with WWTW team	✓	✓		
<b>Staff Engagement &amp; Fundraising</b>				
Cumbrian Challenge Free Team	<b>Unlimited Teams</b>	<b>30 Teams</b>	<b>10 Teams</b>	<b>5 Teams</b>
Early access to WWTW's calendar of events and activities, including iconic races like the Great North Run	✓	✓	✓	✓
Year round support on fundraising activities and materials to engage your team	✓	✓	✓	✓
Regular meetings with a dedicated WWTW Account Manager, who can showcase the impact of your support	✓	✓	✓	✓
Annual impact report produced by the charity specific to the partnership	✓	✓	✓	
Opportunity to meet and hear from WWTW Ambassadors and Senior Leadership	✓	✓		

# WAYS TO ENRICH YOUR PARTNERSHIP



Payroll Giving



Regular Giving



Events



Fundraising

## JOIN US, YOU ARE IN GOOD COMPANY

### Contact Us

Head Office: 42 Canada Street, Manchester, M40 8AE

Tel: 0330 058 5800

Email: [partnerships@wwtw.org.uk](mailto:partnerships@wwtw.org.uk)



“  
**Our Armed Forces personnel put their lives on the line to keep the nation safe, BAE Systems remains both proud and committed to supporting them during and after their service. The UK's Veterans deserve respect and thanks for their selfless commitment to all we hold dear.**”

### Jim Perks CBE

Head of Future Workforce Strategy BAE Systems Submarines