

Your strategic  
**SOCIAL  
VALUE  
PARTNER**

Helping  
business become  
more inclusive  
and diverse

**NOW**

[www.nowgroup.org](http://www.nowgroup.org)



# # SOCIAL VALUE PARTNER

@NOW\_Group 



NOW Group Partnerships

NOW Group is an award-winning social enterprise supporting people with learning difficulties and Autism into jobs with a future.

We operate across Northern Ireland and are expanding our work into the Republic of Ireland delivering a range of innovative programmes to enable our participants to gain the skills and the confidence they need to play an active part in their local communities.

NOW has an ambitious 3-year plan **to support 6,000 people with learning difficulties and Autism** by providing a range of services and training programmes that **will lead to 600 participants getting paid jobs**. To do this we are looking to partner with leading businesses in Northern Ireland and Republic of Ireland who share our values and understand that becoming inclusive and diverse is not only the right thing to do but it also makes good business sense.

[www.nowgroup.org](http://www.nowgroup.org)



We are the partner of choice for supporting disabled people to become valued members of the local workforce. The time is right for social enterprises and private sector businesses to work together to deliver social value. There are a number of ways to partner with NOW Group and we have laid them out below and we want to work with organisations with values that align with ours:

- JAM Card Partner (essential)
- Jobs Partner (essential)
- Supply Chain Partner (desirable)
- Gauge Impact
- Pro Bono / Sponsorship (desirable)

To become a Strategic Partner, businesses must agree to work with NOW Group for a minimum of 36 months across at least 3 of the above areas.

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## JAM Card® Partner

Inclusion and diversity are about much more than your business being welcoming to all. They are about the real actions you take to make changes and proactively address the barriers faced by both your employees and your customers.

As a first step becoming a JAM Card® Partner provides you with the expertise to continually review your existing service, whilst developing and implementing new practices to address communication barriers. We provide expert guidance and advice alongside tailored training to support you with your inclusion strategy.

Learn more at  
[www.jamcard.org](http://www.jamcard.org)



When you become  
a JAM Card® partner  
you make a difference  
to our participants

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## Jobs Partner

As supporting participants into jobs is our core mission, any strategic partner must be committed to working with NOW Group to provide at least 4 paid job opportunities per year to our participants for the 3 year life of the partnership. We support participants across a range of jobs and sectors but for the basis of this partnership we would focus on areas where we already deliver accredited academy training programmes i.e. catering, hospitality, warehousing, retail and digital. More information about the support we provide to employers and our academies can be found at [www.nowgroup.org](http://www.nowgroup.org)



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## Supply Chain Partner

As a social enterprise we are keen to make NOW Group more sustainable. We operate a range of social businesses including Loaf Catering and Loaf Pottery ([www.loafcatering.com](http://www.loafcatering.com)) We are keen to partner with businesses and get into their supply chain. We already provide corporate catering and handmade giftware to companies and we are keen to understand whether there may be opportunities for us to cater for your meetings or functions or craft bespoke pottery pieces for your corporate gifts, staff recognition or events.

Learn more at  
[www.loafcatering.com](http://www.loafcatering.com)



When you buy  
from Loaf Catering  
or Loaf Pottery you  
make a real difference  
to our participants

**33,693** Number of virtual interactions



**52**  
People into paid work



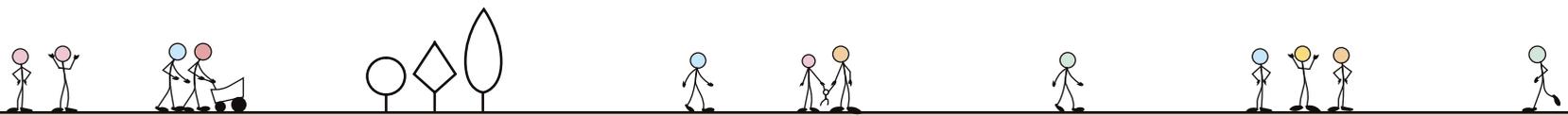
**1020**  
People supported



**570**  
Qualifications achieved



**42**  
New Employers engaged



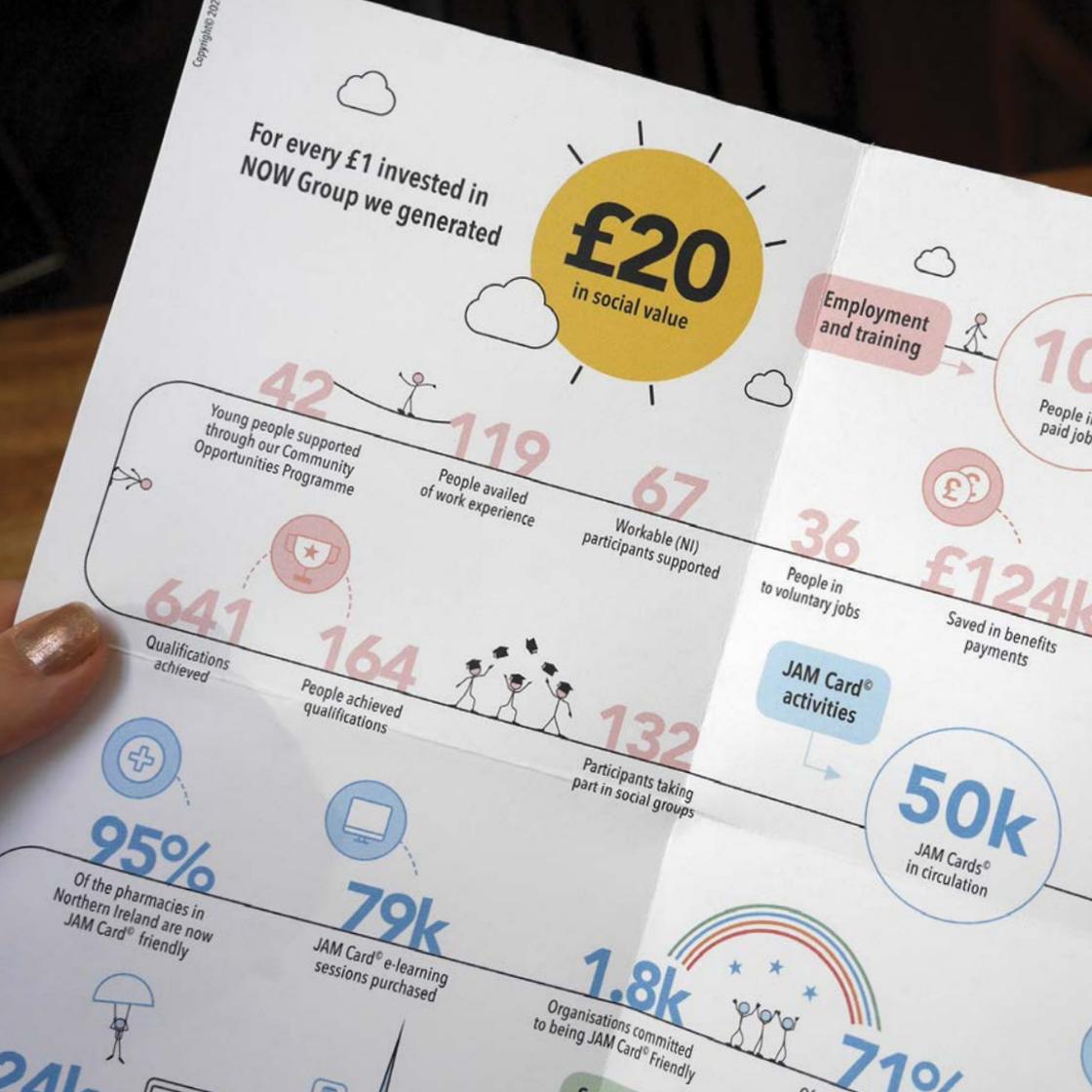
invested into the work of NOW Group  
in 2020/21 we generated



**£20**  
in social value

"It has had a big impact on my life in the best way possible."  
**NOW participant**

"We recommended working with the NOW Group at the recent CITB /Women in Construction Network Summit, and commented on the quality of candidates, the support from mentors, and how our experience has helped our organisation to become more inclusive".  
**Employer**

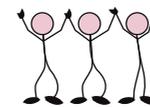


## Gauge Impact

Helping you understand, measure and communicate your social impact

Businesses can make a real social impact in their communities. We support you to develop ways to employ people with diverse backgrounds, support local social enterprises in your supply chain and make your business more inclusive. We can help you tell this story. Our consultancy business Gauge Impact ([www.gaugeimpact.org](http://www.gaugeimpact.org)) can help you map and measure the impact you make and report on it to key stakeholders annually. If you are committed to making an impact you should tell others.

Learn more at  
[www.gaugeimpact.org](http://www.gaugeimpact.org)



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## Pro Bono / Sponsorship

We don't tend to ask businesses to select us as their charity of the year as that doesn't suit our model. We do, however, work with a select number of partners who provide bespoke pro-bono support to our participants and team to help build their skills and experience to deliver on our mission. This could include staff from your business volunteering their time to coach our participants in their area of expertise, for example, interview skills and being a good employee or providing one-to-one support. You could consider mentoring for our staff as they go through our leadership development programme or delivering workshops for our teams on specific topics.



When you share  
your expertise with  
NOW Group it makes  
a difference to our  
participants

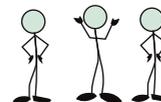
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## Galgorm Collection Case Study

Our three-year strategic partnership with leading hospitality group, Galgorm Collection, allows us to work with an organisation that has demonstrably placed diversity and accessibility at the heart of their business.

In addition to the rigorous staff training required to become JAM Card friendly, the Galgorm Collection has also committed to creating at least five new jobs for people living with autism and enrolled with NOW Group's employment service. The new jobs cover a range of hospitality roles throughout Galgorm's collection of properties in Belfast, Ballymena, Crawfordsburn and Templepatrick.



## Tiarnán O'Neill, Group Finance Director at Galgorm Collection, said:

"As a responsible business and major local employer, Galgorm Collection is deeply committed to excellence and inclusivity which is firmly embedded within our business.

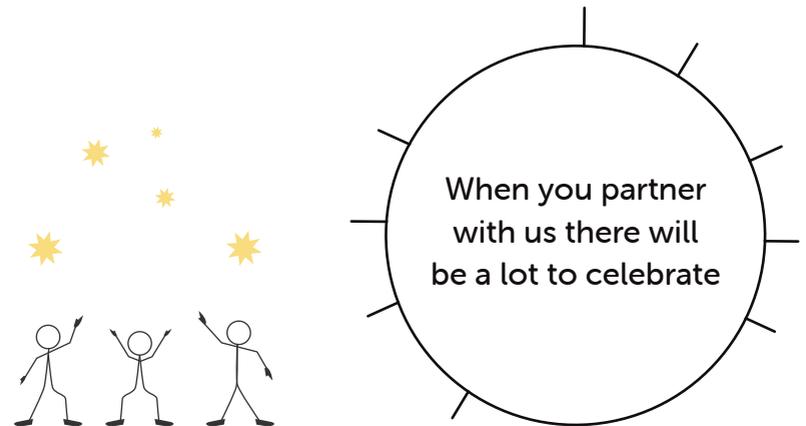
We continually strive to exceed customer expectations and offer an unforgettable service across our collection of award-winning, luxury hotels and restaurants and I'm delighted that this partnership will enable us to deliver this to all guests.

Our three-year strategic partnership with the NOW Group will really drive our credentials in the area of diversity and inclusion and provide new employment opportunities to those living with autism or learning difficulties, which we hope to build on throughout the partnership."



## Celebrating our exclusive Strategic Partnerships

We are very choosy about who we partner with and when we agree a new Strategic Partner it's something worth celebrating. We can see an opportunity to work with your PR team to launch our partnership and tell the very positive story of our relationship.





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NOW Group Partnerships

# NOW

We provide a platform to help your business make a positive, measurable impact and deliver social value in your community.

Get in touch with us to find out how we can partner with your organisation.

**Tel: 02890 436400**

**Email: [admin@nowgroup.org](mailto:admin@nowgroup.org)**



[www.nowgroup.org](http://www.nowgroup.org)

