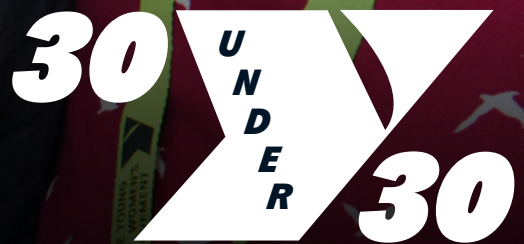
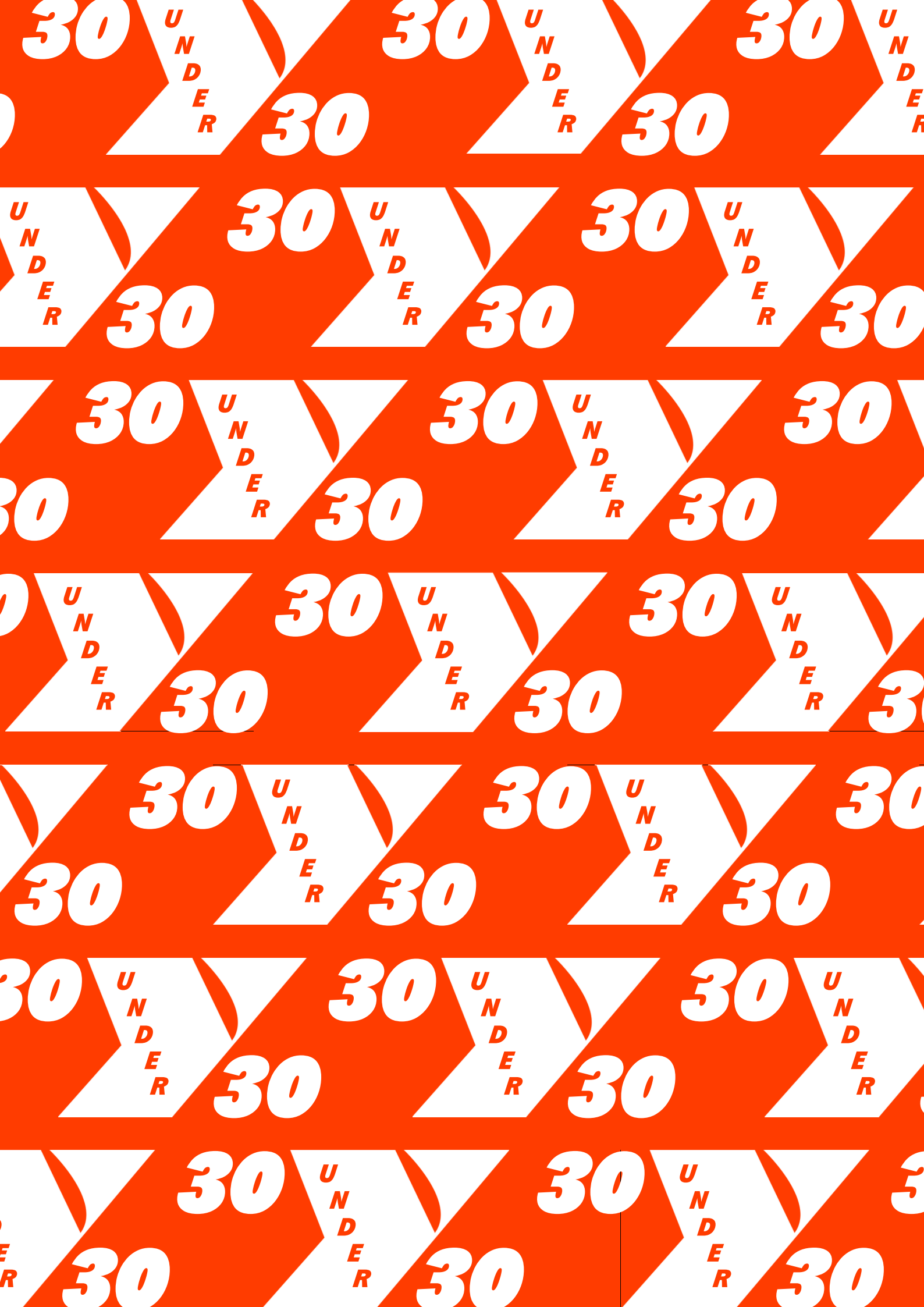


30 Under 30 ***Sponsorship*** ***Opportunities***



Help us celebrate
Scotland's changemaking
young women and girls!





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➤ **Who we are**

The Young Women's Movement is Scotland's national charity for young women and girls' leadership and rights. Young women are at the heart of everything we do.

Led by and for young women, we create real change. From leading small community groups to influencing policy in the Scottish Parliament and delivering far-reaching research, we exist because we want young women and girls' needs and rights to be met.

Our vision

Our vision is a fairer Scotland for young women and girls: a Scotland where young women are meaningfully heard, valued and supported to lead collective action and enact transformational change throughout society, systems and structures.

Our values

- Equality, diversity, and inclusion underpin everything we do. We are fair and equitable.
- Our work is participatory. We exist for young women and are led by young women.
- We empower participants to build communities of friendship and support networks and find joy in our collective actions and connections.
- We understand the impact of challenging inequality on those most affected by it. We lead with kindness and empathy, putting collective wellbeing at the core of our organisation.
- We deliver our work with integrity and are proud of the work we do.
- We are bold and brave. We do not shy away from challenging the status quo and taking radical steps to make gender equality a reality in Scotland.

How we work

- We take an intersectional feminist approach.
- We centre the voices and experiences of young women.
- We focus on participatory engagement.



► **About 30 Under 30**

Every year, our 30 Under 30 campaign celebrates young women and girls from across Scotland who are making change in different ways, including:

- Campaigners and activists
- Athletes and sportspeople
- Up-and-coming journalists and broadcasters
- Community organisers and advocates
- Artists and writers
- Charity workers and volunteers
- Media personalities

We established 30 Under 30 in 2016 as a direct response to the lack of representation of young Scots women on other 30 Under 30 lists. Ten years later, 30 Under 30 is an annual list which is widely respected and celebrated.

These are challenging times

Misogyny, violence against women and girls and the 'manosphere' are on the rise. Our research tells us that young women lack access to vital services like healthcare and the justice system, and the ongoing cost-of-living crisis is disproportionately affecting them. Alongside these trends, young women remain vastly underrepresented in leadership.

But there is hope!

30 Under 30 shines a light on some of the most inspiring young women across Scotland, giving us hope and motivation to create lasting change. Here's how it works:

- Between April and June, we launch a public campaign for nominations.
- Over the summer, a selection panel (made up of representatives from The Young Women's Movement, 30 Under 30 alumni, key supporters and our advisory collective of young women) shortlist the nominations.
- By autumn, we announce the 30 young women and girls who have made the list through our social media platforms and our national media partners.
- We celebrate the 30 Under 30 list and their incredible achievements at an event in Scotland attended by their networks, our supporters and the media.
- Young women join our alumni and have access to networks, training and skills development opportunities.



➤ Meet Amanda

Amanda Amaeshi is an award-winning activist, campaigner, and writer, specialising in gender equality, anti-racism, and youth voice and political participation. The 21-year-old British Nigerian is a First Class Honours LLB Law graduate from University College London (UCL), in which she critically engaged with the law's role in advancing human rights and social justice.

Amanda joined our 30 Under 30 cohort aged 16 in 2020, we asked her what it meant to be nominated:

“

Being nominated was a real surprise! I had only ever got involved in these opportunities because I cared about making a difference and wanted to keep myself busy and engaged in this work – **recognition wasn't something I had really considered!** 16-year-old me felt so proud to be recognised alongside 29 other incredible superstars... **It gave me the confidence** to keep going with the work I was already doing. It really felt like a moment of validation, reinforcing for me that the issues I cared about and **the work I was doing mattered.**

It also gave me a level of credibility that I hadn't had before. As well as being featured on YWM's website and social media, **I was featured in publications** such as the Dunfermline Press and Tes Scotland, where I was given the chance to share more about my story. I saw a noticeable increase in my public-facing social media following at the time, which meant greater engagement with the content I was sharing. And, when engaging with adults at events such as political party conferences or speaking on BBC Radio, being known as having formal recognition for my campaigning signalled that “oh she knows what she's talking about” – **I was someone worth listening to and taking seriously.**

”



➤ *Why partner with us*

We are looking for sponsors who share our passion for equality and want to invest in the next generation of innovators, influencers and leaders. Working with us as a partner in 30 Under 30 is a great way to achieve your organisations social and governance goals while directly reducing inequality in Scotland and investing in your future workforce.

Young women across Scotland tell us that they are deeply concerned. Recent societal, cultural, and political changes have left their rights increasingly fragile. Alarming, 50% of young women do not trust current politicians or decision-makers in Scotland to advocate for their rights.

To address this, we use our position as a respected national youth organisation with established platforms and partnerships, to bring young women into the spaces where decisions that impact their lives are made, ensuring that their voices are heard and acted upon.

If you share our vision of a world in which young people, particularly young women, are not just heard, but able to thrive, we could be the ideal charity partner for you.



➤ *Sponsorship opportunities*

Headline sponsor – £2500

- A place for one of the women in your team to join the shortlisting panel
- Company branding on all 30 Under 30 digital and physical campaign materials
- Banner on stage at the 30 Under 30 celebration event
- Speaking opportunity at the 30 Under 30 celebration event
- Thanks across our digital communications channels (social media, website and newsletter) to 16,000+ followers and in press releases

Event sponsor – £1000 or venue provision

- Company branding on 30 Under 30 event materials
- Banner on stage at the 30 Under 30 celebration event
- Thanks across our digital communications channels (social media, website and newsletter) to 16,000+ followers

List sponsor – £500

- Company branding on our website
- Thanks across our digital communications channels (social media, website and newsletter) to 16,000+ followers

In-kind support

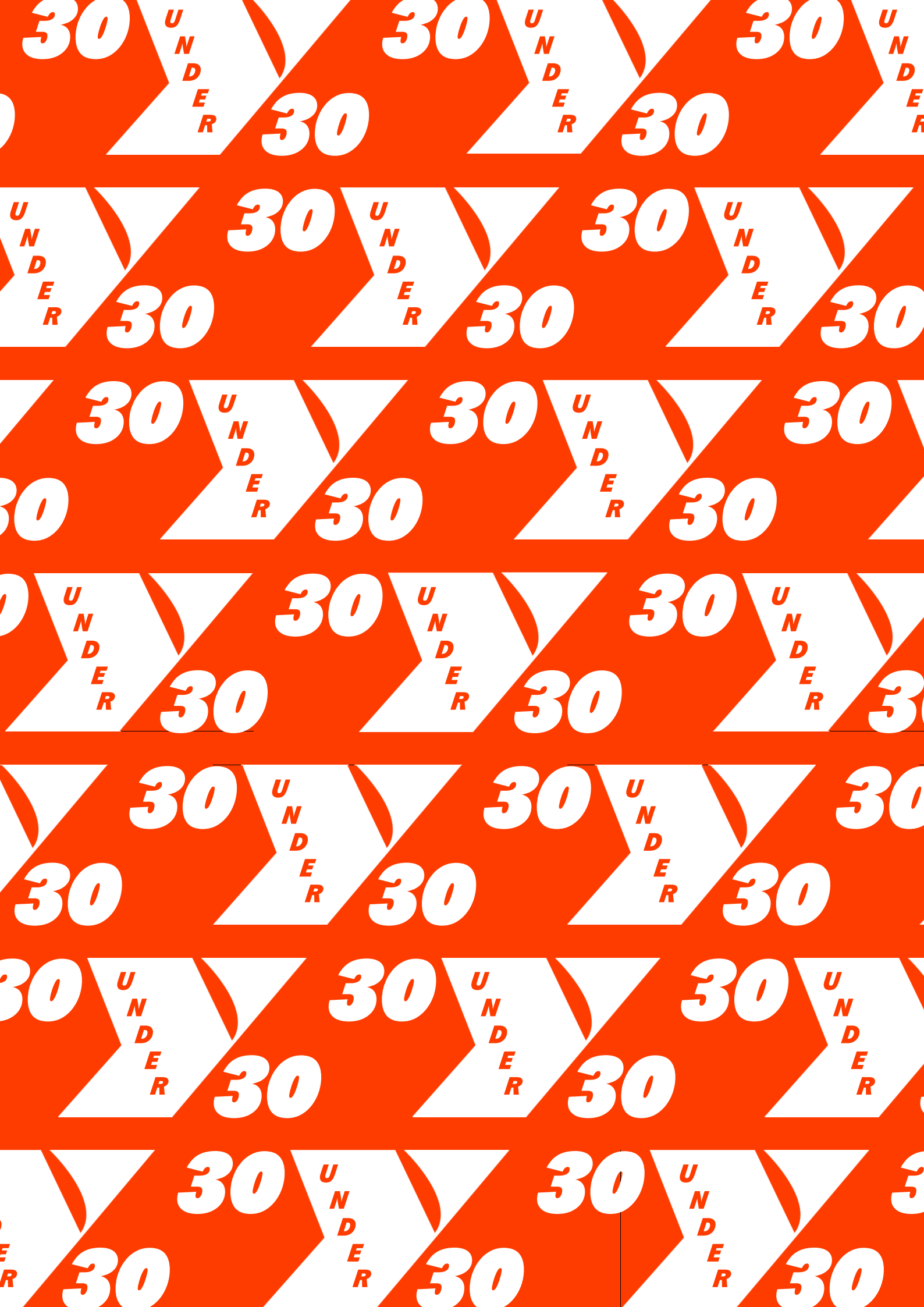
We also welcome in-kind donations to help bring 30 Under 30 to life. Whether it's catering, photography, printing or goodies for our guests, your contribution directly reduces costs and maximises the impact of every pound raised. If you have a product or service that could support the event, we'd love to hear from you.

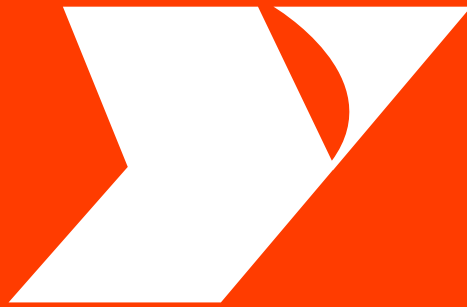
➤ Contact us

If you would like to get in touch, please contact our Partnerships and Events Lead, Elena Soper via email at Elena@youngwomenscot.org or call 07507 768694.

Alternatively, send us a message at [youngwomenscot.org/contact](https://www.youngwomenscot.org/contact).







***THE YOUNG
WOMEN'S
MOVEMENT***

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Charity number: SC034132
Company Limited by Guarantee in Scotland No. SC246153
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