



beads of hope.®

A string of beads
connecting
communities
with a
thread of hope.

Beads of Hope®
is an innovative
community
conscious
initiative,
enabling social
impact by
drawing attention
to global
community
integration,
uplifting
communities
and confronting
environmental
and climate
concerns.

#beadsareseeds
www.beadsofhope.global



You are invited to take part in one of the most awe-inspiring, impactful and creative initiatives of our time as we launch Beads of Hope®. The initiative will not only bring a revival to global community spirit, but also a pledge of hope and optimism for a better tomorrow.

CONCEPT

Beads of Hope® is a string of large beads that will trail through different countries of the world and connect virtually as a string of beads.

Human relations can be likened to a string of beads, each person separate, but connected together by a thread of hope. Beads too look like seeds, which need nurturing to grow.

Beads of Hope® will place in prominent locations, in 50 different countries, a single bead from recycled plastic, decorated by local artists portraying community themes relevant to their home country. Each bead will prompt nurturing thought and discussion within that country, promoting community integration and action to tackle the issues portrayed. Beads will connect virtually by a thread of hope on the Beads of Hope® website, bringing together the impact from all the countries and creating a trail of community integration around the world.

Beads at conclusion are auctioned with proceeds benefiting Action Hampshire (www.actionhampshire.org) and its social enterprise endeavours, plus affiliated charities in the participating countries.

VISION

To see communities re-energized and re-engaged living a better life. The beads will provide a catalyst to engage communities around the world to achieve this.

MISSION

Helping people to overcome today's difficulties for an improved tomorrow.

We achieve this by:

- Linking people with renewed purpose for improved overall well-being.
- Inspiring awareness by overcoming community barriers and access to equality and inclusivity.
- Reinforcing the UN Sustainability Development Goals.
- Addressing environment and climate change concerns.
- Transforming waste into value.
- Bridging cultural differences.

Beads of Hope® are symbolic of re-activation, re-engagement, re-energizing and reviving communities with a collective objective of bringing hope and optimism for a better future.

Participation opportunities

We invite you to participate in an unique and unparalleled opportunity.

Beads of Hope® offers an exclusive, pre-launch opportunity to participate in the first bead representing **England**. Sponsorship packages include an excellent return on investment and are tailored to your objectives and budget, so you can support what will be a hugely inspiring and novel initiative.

All participants and sponsors will be able to demonstrate that they are:

- Active in the social investment space.
- Meeting corporate social responsibility/ethical business objectives.
- Placed at the forefront of social innovation.
- Creating long term social impact.
- An opportunity to change the world for the better.

There will be other benefits such as engendering employee loyalty, promoting community and cultural cohesion, supporting and promoting awareness to the preservation of the environment; plus being part of something that brings community interactive fun that showcases creativity.

All our sponsors will enjoy:

- Months of association with a high profile and media-friendly initiative.
- Logo on bead display plaque.
- Brand profile and positioning.
- Product and service integration through bead trail events.
- Stakeholder engagement opportunities.
- Relationship building opportunities with other Beads of Hope® sponsors.
- All our sponsors will be invited to key events.

Should the categories be beyond your budget, please contact us as we would love to get you involved, as together we can achieve so much more!

Be a key part of this unique global initiative that will raise pride, encourage unity, and leave a lasting legacy for the world to see and enjoy.

Contact us: connect@beadsofhope.global

ALL PRICES QUOTED EXCLUDE 20% VAT.

Bead Sponsor - GBP 60,000

The **England** bead sponsorship will enable you to support this initiative in an exclusive and personal way. This option is available to any council, organisation, business or individual.

Benefits will include:

- Months of association with a high profile and fun media-friendly event.
- Marketing and brand exposure - logo on bead display plaque.
- Logo on website and social media.
- VIP tickets to events.
- Enhanced relationships with other stakeholders and supporters.

Presenting Partners - GBP 10,000

Our Presenting Partners will benefit from the highest level of sponsorship and will enjoy an unprecedented level of marketing and PR exposure. We will work closely with you to tailor your activation to your own business specific needs and exceed your targeted return on investment. We want to hear from organisations that see this as a business development opportunity and want to work with us to ensure that Beads of Hope® achieves its objectives.

Benefits will include:

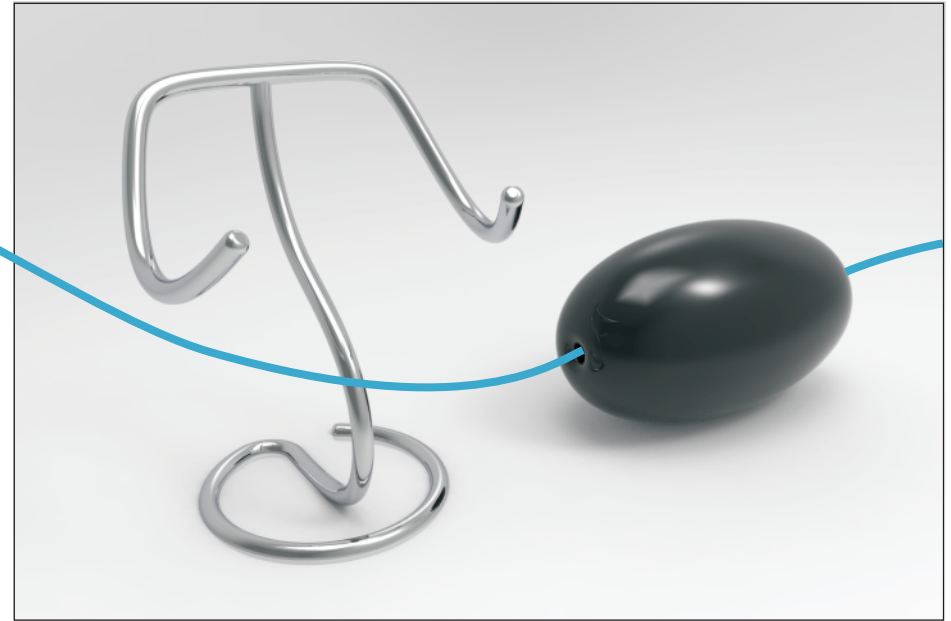
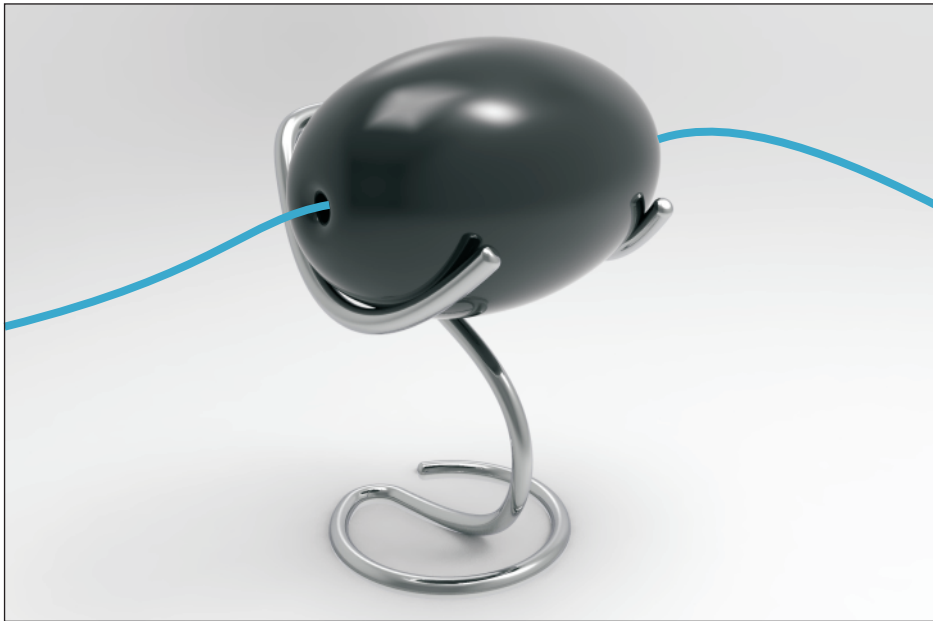
- One of a maximum number of six (6) Presenting Partners.
- Official designation as a Presenting Partner.
- Marketing and brand exposure - logo to be present on all marketing and advertising including bead display plaque.
- Bespoke product/service activation through related events.
- Speaker opportunities at events.
- VIP tickets to events.
- Access to social media channels.

Official Supporters - GBP 4,000

Our Official Supporters will be actively involved with getting the **England** bead on display. This category will be able to contribute budget relieving value in kind support.

Benefits will include:

- One of a maximum number of fifteen (15) Official Supporters.
- Official designation as an Official Supporter.
- Marketing and brand exposure - logo to be present on bead display plaque.
- Bespoke product/service activation through events.
- VIP tickets to events.
- Enhanced relationships with other key stakeholders.



FAQs

How many beads on the trail and where will the beads go?

There are 50 beads in total and will be placed in 50 participating countries that are relevant to current news: Ukraine, Afghanistan, Sri Lanka, Haiti, Yemen, South Sudan, Ethiopia, Greenland, etc.

How long does the initiative extend?

The extent will last approximately two (2) years. Public bead displays will last two (2) months whilst online auction closes at the end of display period.

Where are the beads displayed?

Beads will be displayed and accessed free to all in the host countries. It's streets, parks, and other prominent public places that are both secure and covered. Beads will be positioned without pre-notice and set on display so creating an element of surprise and intrigue.

Who will decorate the beads?

A prominent artist based in the participating country will be chosen, together with affiliated arts organization involvement.

Are the artists paid for their work?

Yes, each chosen artist is rewarded the equivalent of GBP 1,000.

What is the artwork criteria to decorating beads?

Designs with political, sexual and religious connotations will not be accepted. Each design will be suitable and safe for display in a public venue. The artwork must withstand the rigours of outdoor and city living. Free choice to preferred medium and technique.

What charities benefit and to what value?

Action Hampshire (www.actionhampshire.org) is 50% beneficiary with balance supporting charities in each individual participating country - charities will be chosen that best align to the objectives of the initiative.

What are the beads made of?

Beads are 3D printed with filament from recycled waste plastic (rPETG) collected during the COVID-19 pandemic. Each bead weighs approximately 36kgs before application by the artist.

How big are the beads?

Beads size is approximately 150cm x 80cm.

How will money be raised to support charities?

Revenue will come from online auction of beads at the end of display period in the various countries. Retail memorabilia too will be available for purchase and create further revenue generation streams.



PRESENTING PARTNER AND BENEFICIARY



Action Hampshire

Helping our Communities & People to Thrive

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Beads of Hope® is a community conscious initiative by **Associated Response CIC** (company number: 14178180), a Community Interest Company registered in England and Wales which exists to benefit the communities in which it operates.

Enquiries contact us at: connect@beadsofhope.global

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