

These girls are after your job...



What is CC4G?

CC4G is an award-winning initiative, funded by DfES, aiming to teach 10 – 14 year old girls professional IT skills, with the longer term objective of addressing the gender imbalance in the IT industry (currently only 1 in 5 is female).

CC4G is packed full of exciting things to get girls interested in technology in ways that are relevant to them such as music, fashion and dancing. The Clubs are run voluntarily by schools, and organisers give up their time outside of school hours to give girls the opportunity to learn about IT. By getting them interested early, and educating them about the growing diversity of applications for technology, we hope to encourage more girls to consider careers in IT. This means a larger, more balanced, talent pool for your organisation.

CC4G is a national programme with more than 2,500 schools running CC4G with a membership of more than 80,000 cumulative girls – and these numbers are constantly growing.

How can CC4G benefit your organisation?

CC4G provides an opportunity to help your employees, your business, your local community and even yourself.

By supporting CC4G your organisation will be:

- contributing towards your CSR aims
- increasing the skills and potential number of future employees
- raising brand awareness
- enabling your employees to develop their skills through a unique experience
- inspiring and shaping young people

"We are proud to be involved with CC4G and have been hugely impressed by the work and creative ideas that we have seen from girls participating in the CC4G initiative. It has been hugely beneficial for us to meet with teachers and discuss the importance of such a scheme in providing girls with IT skills and the necessary confidence to use technology in the 21st century work place.

"At Microsoft we are passionate about technology and actively support a range of Government and Industry initiatives designed to encourage more women to pursue careers in IT."

David Burrows, Director of Education, Microsoft Ltd

How can your organisation get involved?

There are several ways that your organisation can get involved in CC4G. We are happy to discuss in more detail any of the options below, and / or ideas that you may have to agree a way forward that suits your needs.



Holiday Clubs

Provide a one day holiday Club for young people using our comprehensive resources, learning materials and timetable. Let your employees facilitate this day to raise the profile of your organisation and use their skills in a different environment.

Bring a Girl to Work

Support your employees by enabling them to bring a family member / friend to work for the day. CC4G will provide appropriate resources which can be used on the day to enable your organisation to offer an insight into the world of IT to those who will soon be looking at their career options.

CC4G in Action - Meet the Club

Visit a local CC4G Club in a school and meet the girls and see them in action. Clubs love to have visitors and meeting a real IT professional is invaluable in supporting their CC4G learning activities. This may only involve a one hour visit but could be a lifelong memory for the Club.

Donations

Schools are often in need of donations in order to buy equipment and resources. CC4G can provide the link between your organisation and local schools if you are able to provide a valuable donation. As well as supporting learning you may wish to consider how this can contribute to raising your profile in the community and supporting your CSR aims.

Sponsorship

CC4G is looking at ways of making CC4G sustainable and needs your help to ensure that the benefits of CC4G are felt in the future. Organisations can work on their own or in a consortium to sponsor schools who might otherwise not be able to continue using CC4G.

Volunteer Facilitator

CC4G Clubs always need a Facilitator (a person - or small group or people) who will commit to starting and running a Club in a school. There are times when a lack of Facilitators prevents a Club from running, therefore time and knowledge from an employee(s) is crucial. CC4G can offer a Volunteer Facilitator support, resources and training to help them run a Club and see girls advance their skills over time.

For more information and to discuss further please contact Ella Haines at CC4G

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