



# PARTNERSHIP AND AMBASSADOR INFORMATION PACK

**Bullies**  **Out**®  
[www.bulliesout.com](http://www.bulliesout.com)



**Thank you for your interest in joining our charity and supporting our work to raise awareness of bullying behaviour and promote positive change. We are proud to have developed our Charity Ambassador and Corporate Partner Programme, bringing together Charity Ambassadors, and Corporate Partners - like-minded leaders and organisations who share a passion for using their skills, influence, and expertise to create social impact, drive cultural change, and inspire others.**



**Nigel Owens MBE**  
BulliesOut Patron

**It's been consistently seen that the voice of a passionate, committed individual can have a significant impact - often more powerful than any government or organisational representative.**

Charity Ambassadors and Corporate Partners are a vital and unique part of BulliesOut's work. They help raise awareness of bullying behaviour and its detrimental effects, while inspiring positive change in their communities and industries.

Our Ambassadors and Corporate Partners come from diverse fields - business, education, arts, sports, and beyond - using their influence, expertise, and leadership to inspire positive behaviour, promote respect, and create lasting social impact.

While every Ambassador or Partner contributes in their own way, involvement might include being the face of a campaign, supporting milestone celebrations, attending events, fundraising or sharing quotes and images. Every contribution helps BulliesOut reach and connect with thousands of people.

Ambassadors and Partners are also encouraged to share our work within their networks, highlighting opportunities for others to get involved - but how you choose to engage is entirely up to you. What matters most is being a supportive, engaged partner in creating positive, lasting change.

BulliesOut Charity Ambassadors and Corporate Partners are invited to contribute in ways that suit them, supporting a variety of activities focused on raising awareness of bullying behaviour and promoting positive behaviour. All share a commitment to improving the lives of children, young people and adults affected by bullying behaviour, bringing empathy and understanding to the experiences of those we support.

Being a business leader or public figure offers unique opportunities to make a difference. You can use your platform to shine a light on the needs of children, young people and adults affected by bullying behaviour, helping influence those with the power to create change.

We encourage you to use your skills, contacts, and talents to advocate, fundraise, and support BulliesOut's mission, vision, and core values - but how you choose to get involved is entirely up to you. Every contribution, big or small, helps us make a real impact.

# TITLES

**Using titles such as Charity Ambassador or Corporate Partner is useful for a few reasons. A title helps people outside the organisation understand your role within BulliesOut, and it also recognises that your contribution is valued and carries significance within the charity.**

It's important that you feel proud of your association with BulliesOut. The title of Charity Ambassador or Corporate Partner reflects your role, your commitment, and is a term widely recognised internationally.

Many of our Ambassadors and Partners have personal experience of bullying behaviour yet have found the strength and determination to join a network that speaks out and makes a real difference. Your involvement, whatever form it takes, helps to amplify that positive change.



**Vetro Recruitment**  
BulliesOut Corporate Partner

# QUALITIES



**Our Charity Ambassadors and Corporate Partners are valued for the respect and credibility they hold within their fields. Their influence helps BulliesOut engage people beyond their own industry, including young people, parents, professionals, corporations, and government bodies.**

We look for individuals who are genuinely interested in promoting anti-bullying and wellbeing, are articulate, and can encourage and inspire others to support our programmes. Being well-connected or having a public profile can help amplify our message, but what matters most is your commitment to making a positive difference.

**To help us understand your interest, we have a few guidelines to consider:**

1. What motivates you to get involved with BulliesOut?
2. Are you genuinely passionate about our cause?
3. Do you have the capacity to contribute in ways that are meaningful to you and the charity?

BulliesOut ensures that every Ambassador and Partner adds value to events, campaigns, or public initiatives and has a clear connection to our work. Ultimately, our Ambassadors and Corporate Partners play a vital role in raising awareness, promoting positive behaviour, and helping us achieve our vision of a world free from bullying behaviour.



**Lisa Johnson**  
BulliesOut Patron

# MAKING A DIFFERENCE WITH BULLIESOUT

**We understand that everyone has different time commitments, and there's no single way to contribute as a BulliesOut Charity Ambassador or Corporate Partner. Every action, big or small, helps raise awareness, promote positive behaviour, and support those affected by bullying behaviour.**

Even simple actions, like sharing our social media posts, can have a real impact and don't take much time. Other ways Ambassadors and Partners have supported us include:

- Building relationships with local businesses or organisations and encouraging their support
- Inspiring your contacts, clients, or followers to get involved
- Promoting our campaigns, milestones, or initiatives
- Highlighting your connection with BulliesOut through short social media posts or videos
- Attending cheque presentations, events, or campaigns on our behalf
- Identifying fundraising opportunities or sponsorships for BulliesOut
- Giving talks where possible



These are just a few suggestions, and we welcome your own ideas and creativity. The most important thing is being an engaged, supportive partner in creating positive change.





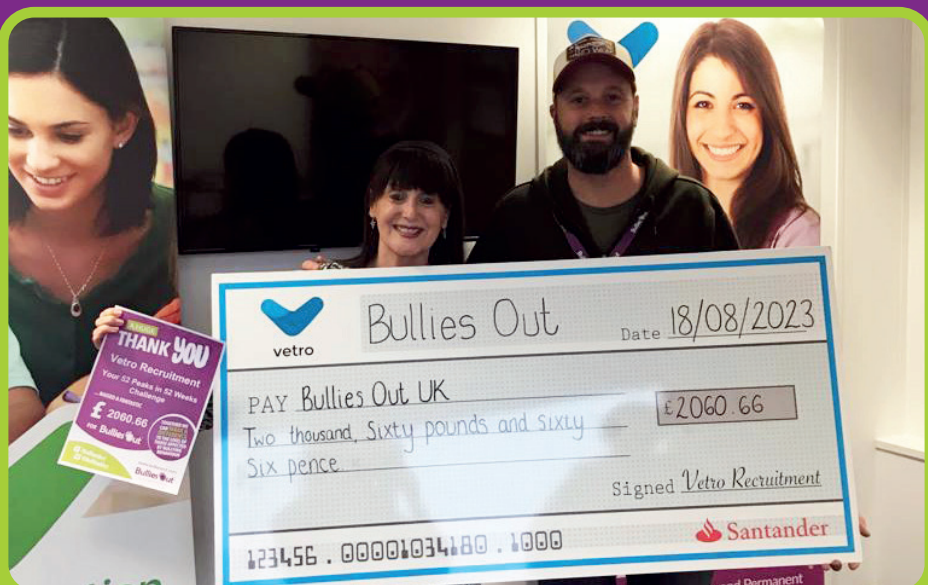
# GETTING STARTED AS AN AMBASSADOR OR PARTNER

**Before a BulliesOut Charity Ambassador or Corporate Partner joins the programme, we work with each individual to understand how they can best support the charity. Together, we develop a plan that works for both parties, helping to clarify expectations and ensure a meaningful partnership.**

Once the appointment is confirmed, a formal letter of agreement is issued. This is typically for a minimum of one year, with the option to renew if both sides wish - we hope you'll stay with us for the long term!

To make collaboration smooth, each Ambassador or Partner is assigned a dedicated BulliesOut contact to provide guidance and support.

Your association with BulliesOut will be announced publicly once your involvement is confirmed, demonstrating your commitment to our mission. Before this, we provide a full briefing on our core values, mission, history, current priorities, and structure, along with a comprehensive information pack. We also provide guidance on language and sensitivities when speaking on behalf of BulliesOut, ensuring you feel confident and supported in your role.



# STAYING CONNECTED AND SUPPORTED



**Throughout your relationship with BulliesOut, we aim to keep you fully informed about bullying behaviours, our activities, and any new publications or press releases. We also want to understand your areas of interest so we can share updates and opportunities that are most relevant to you.**

BulliesOut offers a range of merchandise, such as T-shirts and wristbands, which you may choose to wear. Having these at events you attend helps visually link you to BulliesOut, where appropriate, in photos or media coverage.

Where possible, we will also try to attend events where our Ambassadors or Partners are participating in a professional capacity. This helps us stay connected to your work and outreach while showing our genuine interest and support for you as an individual.

To recognise your commitment, the Founder/CEO and Chair of Trustees will meet or speak with you periodically, whenever possible, to express our appreciation and discuss how we can continue working together effectively.



# OUR COMMITMENT TO YOU

## **How We Support Our Ambassadors and Partners:**

BulliesOut is committed to:

- Celebrating your achievements and recognising your loyalty and dedication
- Maximising opportunities for publicity and positive exposure
- Listening to your ideas and feedback, fostering open, two-way communication
- Providing timely, accurate information about our policies, procedures, and activities
- Creating a friendly, supportive, and welcoming environment
- Addressing any concerns or questions fairly and respectfully
- Offering guidance, support, and advice whenever needed
- Ensuring the health, safety, and wellbeing of all Ambassadors and Partners while undertaking activities

Our aim is to make your experience with BulliesOut rewarding, meaningful, and impactful.



# ABOUT BULLIESOUT

**Award-winning charity BulliesOut was founded in 2006 by Linda James MBE, inspired by her personal experiences of bullying behaviour and the impact it had on her family. Today, BulliesOut is one of the UK's few charities dedicated solely to dealing with and preventing bullying behaviour.**

Each year, we deliver anti-bullying and wellbeing workshops, professional training, youth engagement programmes, mentoring, and counselling support, reaching approximately 20,000 people across the UK.

## OUR VISION

Our Vision is for young people and adults to recognise their self-worth and potential and to flourish in a positive, caring environment free from bullying behaviour and abuse.



## OUR MISSION

To support individuals, schools, youth and community settings and the workplace through positive and innovative anti-bullying and well-being programmes and to empower individuals to achieve their full potential.



## OUR VALUES

Our Values have been the basis for BulliesOut's success. These are the behaviours we will hold ourselves accountable to and against which we wish to be judged as we deliver our Mission.



**We believe that learning is the foundation for life. It builds confidence, self-esteem, and motivates people to achieve their aspirations and goals.**

Bullying behaviour creates barriers to growth and wellbeing, affecting not only children and young people but also adults in the workplace. It can lead to demotivation, isolation, stress, and reduced productivity, preventing individuals from reaching their full potential. By helping people recognise bullying behaviour, understand its impact, and giving them the skills and confidence to respond, we can improve emotional health, foster positive relationships, and support personal and professional development.

BulliesOut's innovative and interactive workshops and training focus on understanding, prevention, and practical positive solutions. These programmes empower individuals - whether at school or in the workplace - to overcome challenges, build resilience, and achieve their full potential.

BulliesOut works to create safe, healthy, and inclusive environments, whether in schools or workplaces, where diversity is recognised, respected, and celebrated.

A key focus is fostering communities where children, young people, parents, and professionals feel confident in addressing bullying behaviour, knowing that reported incidents will be taken seriously and handled appropriately.

Since 2006, BulliesOut has helped make a positive difference to the lives of tens of thousands of children, young people, and adults affected by bullying behaviour. We believe that learning and personal development are the foundations for life, building confidence, self-esteem, and motivation to achieve aspirations and career goals.

Bullying behaviour can create barriers to learning, growth, and wellbeing. By helping people understand what constitutes bullying behaviour and equipping them with the skills, confidence, and resilience to respond, we can improve emotional health, foster positive relationships, and support people in reaching their full potential - both in education and in the workplace.

Each year, demand for BulliesOut's work continues to grow. As a small team with a limited budget, meeting this need is an ongoing challenge, and we rely heavily on fundraising and donations to deliver our services.

The increase in requests reflects the reality that bullying behaviour continues to affect over half of the UK's young people and one in three adults in the workplace. This is not an issue we can ignore. With the right support, we can continue to reach those who need us most and create lasting, positive change.

# BE PART OF THE CHANGE

Bullying behaviour affects lives at every stage – in schools, workplaces, and communities. At BulliesOut, we believe that everyone deserves to feel safe, respected, and supported.

As a small charity with a big mission, we rely on the commitment, passion, and support of our partners, ambassadors, fundraisers, and donors to continue our work. Together, we can raise awareness, challenge harmful behaviours, and create environments where people can thrive.

Whether you choose to support us through partnership, ambassadorship, fundraising, or advocacy, your involvement helps make real, lasting change.

Together, we can build a future free from bullying behaviour.



## Dre 9.23

BulliesOut Ambassador



## Ready to make an impact?

Partner with us to drive meaningful change.

Contact us now to explore opportunities as a Charity Ambassador or Corporate Partner.

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