



Transforming lives through  
Restorative Justice

# Corporate Partnership Opportunities

Restorative Justice brings people who have been affected by crime into communication with each other. They can talk about the impact of the incident and seek answers in a face-to-face meeting, via video, or through letters. This dialogue is transformative for both parties: it helps people who commit crime to stop, and it helps people harmed by crime to be heard and to begin the journey of recovery.

The impact of Restorative Justice is overwhelmingly positive – with up to 85% victim satisfaction – and it can reduce reoffending by up to 27%. For every £1 invested in Restorative Justice, £14 is saved. But the vast majority of people affected by crime simply don't know what it is. That's why the support of businesses and organisations like yours is essential.

Why me? has been campaigning to improve access to Restorative Justice for **over 15 years**. We are a small charity punching above our weight, and we are excited to partner with companies that share our vision for a fairer and more effective justice system.

**Your support will have a transformational impact.** Support from the corporate sector provides us with vital resources to expand our work and enables us to share this powerful tool with the people who need it most.

## Benefits for your company

- Increase **brand awareness** and reach new audiences
- Take advantage of timely **PR opportunities**
- Drive **employee engagement, staff retention** and **recruitment**
- Fulfil your **corporate social responsibility, ESG, and responsible business** objectives
- Develop your employees' skills and confidence through **innovative programming**
- Build strategic relationships with a cutting-edge national charity who support underserved communities most likely to have contact with the criminal justice system



“To sit there as the victor I knew I was, to take my power back that had been stolen from me, was the most empowering thing that I’ve ever done for myself as a victim of attempted murder. I was able to breathe. **I always describe Restorative Justice as the key that unlocked the door to my future.**”

- Janika, Why me? Ambassador

## How you can help

Why me? has a flexible corporate partnership programme to enable a wide range of businesses to support our work. We favour long-term partnerships wherever possible, so that we can meaningfully collaborate and meet mutual goals.

There are lots of pathways for you to get involved:

- Become an **“RJ Corporate Champion”** by making a one-off or regular donation. This is a direct investment into the delivery of Restorative Justice and our campaigns work.
- **Sponsor an event.** Why me? run engaging on- and off-line events for Restorative Justice practitioners, criminal justice professionals, and marginalised communities who face additional barriers to access. Help us raise our profile by sponsoring an event – there are always opportunities available.
- Set up payroll giving, employee donation matching, or other **employee fundraising schemes.**
- Support us to **produce printed materials and merchandise**, such as leaflets, banners, and t-shirts.
- You may also have products to donate or **pro bono services** to offer as **gifts-in-kind.**
- Organise a **fundraising day** with your employees. Fundraising for Why me? brings your team together to make a difference, with a range of options from bake sales to 5ks.
- **Volunteer** your time and expertise. Leverage the unique skills that your employees have to offer in order to give back, whether they’re expert organisers or marketing professionals.

## Why partner with Why me?

As a small charity with decades of experience, we know how to make a big difference with limited resources. We are a **thought leader** within the restorative community, celebrating good practice, highlighting gaps, and thinking innovatively about the many settings where Restorative Justice can make a difference. We **reach roughly 10,000 people** each week across our social media platforms, website, and newsletter. Our campaigns are **evidence-based** and compelling, reaching audiences across England, Scotland, and Wales.

However you choose to get involved, your support will help us to increase access to Restorative Justice for the people who need it most. By partnering with us, you will add momentum to a growing movement to transform our justice system for the better.



**To get involved, contact CEO Sara Dowling at [sara.dowling@why-me.org](mailto:sara.dowling@why-me.org) or 07889728257.**