



Avanade raises £33,000 in South East Prince's Trust Million Makers competition

LONDON, March 3, 2017 – Avanade, which leads in providing digital and cloud services, business solutions and design-led experiences to its clients, has completed a competition to raise money for youth charity The Prince's Trust by raising £33,000. Avanade raised the money as part of The Prince's Trust Million Makers Competition, collectively helping to raise a record breaking £1,000,195 in the South East alone.

To raise the money, the team chose to run several smaller events and activities. Fundraising ideas included a Euros Sweepstake, an Olympics Fantasy League, an England Rugby and F1 tickets raffle, a pub quiz, a run league, Stoptober and even a Halloween Bake-off. They also continued to develop some of initiatives started by the previous Avanade Million Makers team. This included creating the 2nd edition of the STEM e-booklet to encourage young women into careers in the Science, Technology, Engineering and Mathematics industries.

Avanade managed to turn their start-up funding of £1,500 into £33,000 – which will go towards supporting more disadvantaged young people in the UK to turn their lives around. The Prince's Trust helps disadvantaged young people to get their lives on track. Three in four young people supported by The Prince's Trust move into work, education or training.

The team's result was announced on Monday 20th February at the Million Makers South East Final 2016-17 sponsored by Ascential. Over 240 people gathered together in the beautiful setting of the Marriott St Pancras Renaissance Hotel for the awards and a final celebration. Excitement built as Celebrity Ambassador Michelle Dewbury and Young Ambassador La'Tifah announced the nominees and winners of the much coveted Awards. Both hosts could relate to the teams' experiences. [Michelle](#) is a former Apprentice winner, entrepreneur and Sky

News presenter and La'Tifah has set up her own successful business called [Bake That Cake](#) through [The Trust's Enterprise programme](#).

Avanade were nominated for the Creativity Award which recognises a team that has created or developed a new and innovative idea through the Million Makers competition. The team's chairman James Pemberton took home an Outstanding Individual award.

James Pemberton, Europe Marketing, Avanade, said: "When I signed up to participate I really underestimated how much I would get out of the challenge. I formed new friendships, learned new skills and often found myself in situations that pushed me outside of my comfort zone. I am so proud of what our team has achieved in such a short amount of time. It's a great feeling knowing the money we raised is now being used to change people's lives. I would strongly encourage anyone wanting to challenge and develop themselves or interested in supporting the charity to sign up for the 2017 team. I am excited to see how the next team build upon our success to raise even more money for The Prince's Trust. If there is one thing I have taken away from the experience it is to aim high, with enough work and determination anything is possible."

The Prince's Trust Million Makers Competition sees businesses from across the UK compete over six months to raise the most money for The Prince's Trust by setting up their own mini-enterprises. The aim is to raise £1 million nationally.

Since its launch in 2008, Million Makers has proved popular with companies wanting to develop the skills of their employees through real-life action learning whilst also giving back to the local community.

The 2017-18 Million Makers competition starting in April will be part of the competition's tenth anniversary year. Next month The Prince's Trust will be launching a 10 for 10 campaign to try to reach £10 million collectively raised since the challenge began.

To find out more about The Prince's Trust Million Makers Competition, please visit www.princes-trust.org.uk/millionmakers

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Notes to editors

About The Prince's Trust Million Makers Competition

The Prince's Trust National Million Makers Competition sees businesses from across the UK compete over six months to raise the most money for The Prince's Trust by setting up their own mini-enterprises. Teams compete to turn seed funding into a profit of at least £10,000 or more. The aim is to raise £1 million nationally. All funds raised will directly support unemployed young people into work, education or training. Since its launch in 2008, Million Makers has proved popular with companies wanting to develop the skills of their employees through real-life action learning whilst raising their profile through socially responsible activity.

About Avanade

Avanade is the leading provider of innovative digital and cloud services, business solutions and design-led experiences delivered through the power of people and the Microsoft ecosystem. Our professionals bring bold, fresh thinking combined with technology, business and industry expertise to help fuel transformation and growth for our clients and their customers. Avanade has 30,000 digitally connected people across 24 countries, bringing clients the best thinking through a collaborative culture that honors diversity and reflects the communities in which we operate. Majority owned by Accenture, Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation. Learn more at www.avanade.com.

About The Prince's Trust

Youth charity The Prince's Trust helps change young lives. It gives practical and financial support, developing key workplace skills such as confidence and motivation. It works with 13-to-30-year-olds who have struggled at school, have been in care, are long-term unemployed or have been in trouble with the law. The Prince of Wales's charity has helped more than 825,000 young people since 1976 and supports 100 more each day. Last year, more than three in four young people supported by The Trust moved into work, education or training.