

You can help lift young people out of poverty



An initiative of

**BUSINESS
IN THE
COMMUNITY**

Youth Career Initiative: The hotel industry's global solution to youth unemployment

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www.youthcareerinitiative.org | www.bitc.org.uk

Why we exist

Across the world, youth unemployment remains stubbornly high.

At the same time, the hotel industry needs enthusiastic new recruits. YCI is the hotel industry's global solution to youth unemployment.

Through a programme which combines hands-on experience in a variety of hotel departments with classroom training, disadvantaged young people spend up to six months learning key skills, building their confidence, and taking the first step in their career.

To date we have helped **over 4,000** young people to **improve their lives**, **85%** of whom have **found work or returned to education**.

How you can help

1. Set up a Virgin Money Giving fundraising page

It's simple to raise funds for YCI using Virgin Money Giving's fundraising tool. Click the "start fundraising" button on our [charity page](#) to start the process.

2. Get in touch with us to discuss your fundraising idea

Whatever it is you'd like to do to raise funds for YCI, we'd love to hear from you. Get in touch with the team [here](#).

3. Spread the word!

Once your fundraising page is set up, ask your friends, family and colleagues to support you. Make sure to mention us on [Twitter](#), [Instagram](#) and [Facebook](#).

The money you raise will help young people all over the world develop skills, flourish, and take the first step in their career by opening the door to the world's leading hotels.

Some Inspiration



“YCI has helped more than 4,000 young people to date, and as a testament to how effective the programme is, 85% of graduates go on to find employment or return to furthering their education.” - Terence Baker, Senior Report, Hotel News Now & YCI fundraiser

[Download](#) our example fundraising materials to tell people about your efforts

Any questions?

Find out more www.youthcareerinitiative.org | www.greenhotelier.org | www.tourismpartnership

Find us on [Twitter](#) | [LinkedIn](#) | [Facebook](#) | [Instagram](#)

Get in touch Scott.Robinson@bitc.org.uk

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