



We're looking for leading businesses to join us in preserving Leeds' cultural communities and creative heritage

We are MAP Charity (Music and Arts Production) – and we need your help!

As a pioneering Leeds based charity, we provide qualifications and first-hand experience of the creative industries to young people at risk of exclusion from mainstream education, and enable them to reach their potential by pursuing creative careers. Through a unique and replicable model transforming how education and businesses interact, we aim to forge an innovative blueprint for what creative education and charities can become.

Our students work on live projects in collaboration with a wide range of artists, musicians, makers and creatives from partnering businesses which operate within our charity's hub, Hope Foundry, in the Mabgate area of Leeds. However, our home is under threat due to plans to turn the historic building into luxury flats.

We are seeking to fundraise £2.4m by September 2019 to purchase Hope Foundry and ensure we can continue transforming the lives of the young people who need our support the most. We already have support from some great organisations, including Leeds BID and Leeds City Council, and are looking to work with more. Our corporate sponsorship packages are suited to a range of budgets and offer a variety of benefits to your employees and business.

A vital part of the city

There couldn't be a more exciting time to be an organisation based in Leeds. With the arrival of HS2 and the Leeds South Bank scheme, we will see the city center doubling in size and put on the map as the most dynamic cultural destination in the UK, outside of London. While there has been a huge focus on retail provision and increasing footfall with the opening of Victoria Gate and John Lewis, it is crucial that we safeguard and improve the education infrastructure for young people to ensure that our city, and its residents, continue to thrive in harmony.

As a vital community asset, MAP Charity supports Leeds' ambitious [cultural strategy](#), highlighting the creative industries as a strategic area of growth for the city's diverse economy. We create accessible pathways to further education and employment for young people, making a positive difference to the future of the creative industries - an important part of the UK economy worth £92bn.

By securing the future of MAP Charity and Hope Foundry we will be able to deepen the learning experience we already offer to young people, improving their employability and social mobility. Research shows that teenagers and young adults of low socioeconomic status who have a history of arts involvement show better academic outcomes and attainment levels than do low-SES young people who have less arts involvement.

We also want to create additional event and gallery space alongside artist studios and co-working facilities, creating a thriving cultural center for students, partners, and the public. 500,000 visitors to the Hepworth Gallery during its first year contributed an estimated £10 million to the local economy in Wakefield - protecting cultural destinations in Leeds ensures financial stability for the city.



“MAP Charity is a vital resource within the Leeds cultural community, providing qualifications and professional development opportunities for the next generation of creatives.

Their plans to convert Hope Foundry into a multi-use artistic hub provides an inspiring example of how business, culture and education intersect. Through a capital campaign to develop their current home, a Grade II Listed site with a rich crafts and manufacturing heritage, MAP Charity are looking to provide a replicable model resolving the tension between regeneration and the support, retention and preservation of the existing strengths of an area and the community within it.

This is an important project for our city, and ever more relevant in the light of Leeds’ cultural aspirations.”

Tom Riordan
Chief Executive,
Leeds City Council

Find out more

We offer corporate sponsorship packages suited to a range of budgets. Please see the enclosed [Sponsorship Programme](#) information for more detail, or [contact us](#):

Raf Bogan, Communications Manager

e: raf@mapcharity.org **t:** 0113 3912541

For more info on MAP Charity, please visit our [website](#) and follow us on [Facebook](#) / [Twitter](#) / [Instagram](#). We look forward to working with you.

Supported by:

