



MILLION MAKERS

THE ULTIMATE ENTREPRENEURIAL CHALLENGE

A GUIDE FOR
COMPANIES
TAKING PART

A GUIDE TO TAKING PART

Million Makers is a free CPD accredited, entrepreneurial fundraising challenge, which sees teams of employees from organisations across the UK, develop their business skills whilst raising as much money as possible for The King's Trust.

By taking part in the 2026 challenge, your employees can transform the lives of young people across the UK.

There are three stages to signing up to the challenge. This guide will walk you through the following:

- 1. SETTING YOUR COMPANY UP FOR SUCCESS**
- 2. RECRUITING YOUR MILLION MAKERS TEAM**
- 3. SUPPORTING YOUR TEAM**

To ensure you have a fantastic experience you will have a dedicated point of contact at The Trust to support you and your team throughout the whole of the challenge.



If you have any questions, you can email your point of contact or millionmakers@kingstrust.org.uk.

“ PROFESSIONALLY, MILLION MAKERS OFFERS A UNIQUE EXPERIENCE TO NETWORK, RAISE YOUR PROFESSIONAL PROFILE, AND ACCESS DIFFERENT AREAS OF THE BUSINESS.

-Will Darcy, Atos

MILLION MAKERS TIMELINE

JANUARY - APRIL:

Set up for success and plan for team recruitment

APRIL:

Attend a Launch Session ran by The King's Trust

MAY:

Develop your business plan and finalise
fundraising initiatives

JUNE:

Teams pitch their business plans at our Dragons' Den

JULY - DECEMBER:

Teams implement their business plans

JANUARY 2027:

Confirm final profit and transfer funds

MARCH 2027:

Wrap up and reflections, then we celebrate!

1. SETTING YOUR COMPANY UP FOR SUCCESS

Million Makers teams who are well supported have more success in both their fundraising and learning outcomes. Here are four things that you can do to set your team up for success:

Embed Million Makers with your L&D framework

Million Makers is a structured challenge, that allows your employees to develop leadership, project management and business planning skills. Million Makers is now CPD accredited, so can be used by your company and participants as a formal development opportunity.

We will help your team to set learning objectives and track their skill development throughout the challenge.

How can you recognise this development opportunity internally?

- Chat to your Human Resources and Learning and Development teams about the benefits of Million Makers for employees.
- Consider what support you can offer to employees who sign up. E.g. participants are allowed to allocate a day per month to work on Million Makers.



Recruit mentors

We suggest that each Million Makers team has a mentor, or a group of mentors from within your business. Mentoring is a fantastic volunteering opportunity for an individual in senior management. They will play a key role in promoting Million Makers and providing the team with guidance.

Introduce us to your mentors, we can provide them with a job description and support.

Engage your senior leadership

Teams with support from senior leadership are often more confident and successful in their business plans. Participants are often attracted to taking part in Million Makers, knowing they will have access to time with, and recognition from, their leaders. We can also provide volunteering opportunities for your senior leaders, either as a Dragon on our panels, or by hosting one of our skills sessions that are attended by participants.

Get everyone on board

We encourage teams to think big, be creative and try something new. Having support from across the business will allow the team the freedom to try and test new ideas. Before the team start putting their business plan together, it's important for them to have confirmation of the following:

- Are the team interested in a commercial initiative?
- Who will need to sign this off to get it over the line?

- Can they engage with external audiences regarding their initiatives?
- Who within the marketing and internal communications team can help them to promote their ideas?
- Who within finance can help them set up a bank account for their funds?
- Is there a business objective that their business plan can enhance?
- Who in the legal team can offer guidance when the team need it?



2. RECRUITING YOUR MILLION MAKERS TEAM

It's free to enter Million Makers, so all you need to do is recruit your team of champions. Our step by step recruitment plan can help inform your decisions.

Taking part in Million Makers will require time from team members, so we suggest that all interested employees speak to their line manager for sign-off before volunteering.

Step 1: Who are you going to recruit?

A Million Makers team usually has between 8 to 15 members, and the first thing to consider is whether you want to target a specific audience within the business or offer the opportunity to all employees.

Here are a few examples of what we have seen work well before:

- A team of graduates taking part as a formal element of their scheme.
- A sales team taking part as a team building project.
- A team of future leaders, who were chosen by line management.
- A mixed group of volunteers from across the organisation representing all departments and levels of seniority.



Step 2: How will you get the word out there?

We recommend using a variety of channels to promote taking part in Million Makers. The King's Trust are on hand to help host information sessions and can provide you with communication templates.

Here are a few examples of what we know works:

- A mass email communication, sent from the senior sponsor, inviting people to volunteer.
- A communication to line managers, suggesting they nominate line reports who are in search of a development opportunity.
- Promote Million Makers through your Learning and Development team.
- Organise an information session with The King's Trust to hear more.
- Use an existing meeting, for example a staff briefing to promote the challenge.
- Give your employees a deadline to register interest in joining the team.

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Step 3: Complete your Million Makers registration

Once your employees have registered their interest, you can devise a selection process to create one team or enter multiple teams – the choice is yours! There is a two step process to [registering your team\(s\)](#).

Register the company

Either the team mentor, or Million Makers lead within your organisation can complete this step. Registering the company includes accepting our Terms and Conditions, which state that you will adhere to our guidance, use our logos appropriately and underwrite the seed funding that we provide to your team.

Register team members

Once your company has registered, you will be given a unique link that can be shared with your team members, so that they can register to your team. Once your team has registered, we will send each of them a welcome email to get the challenge started.





3. SUPPORTING YOUR MILLION MAKERS TEAM

With any professional development or fundraising challenge, team members will need a bit of support. Here are our top tips on supporting your team throughout Million Makers.

Before the challenge begins

Teams will receive a full induction at our Launch Session. If your team are recruited with time to spare, why not bring them together to enable them to get to know each other and their mentors? The King's Trust will also provide them with a Get Started Pack, so they can prepare ahead of the Launch Session.

Whilst they write their business plan

As the team prepare to pitch at the Dragons' Den session, we suggest you support them by reviewing and providing guidance on their business plan.

We also suggest signing off initiatives ahead of Dragons' Den. Some of our participating companies organise a practice Dragons' Den with their internal senior leaders, which provides a great opportunity for the team to practise and gain support ahead of their fundraising.



How you can support their fundraising

Like with any business venture, there will be challenges throughout Million Makers and that's okay, it's all part of the learning experience for the team.

However, the fundraising is integral to The King's Trust and is needed to change the lives of young people, so there are things you can do to ensure the team achieve their target.

- Seek opportunities for the team.
- Grant them access to as many audiences as possible. We have seen teams run commercial and external facing initiatives that raise incredible amounts of money and give them fantastic experience.
- Shout about the team's upcoming plans to your network.
- Match funding. Not all companies provide this, but we see team excel knowing their efforts will be matched by the company.

- If it looks like the team won't achieve their target, explore ways internally that you could help boost their total.

Working alongside The King's Trust

We will provide your team with a dedicated point of contact, as well as a mentor that has taken on the challenge before. We ask that throughout the challenge, you flag any concerns or need for support.

Recognise your team

Your Million Makers team will undoubtedly work hard and grow personally and professionally. We will always put effort into thanking our Million Makers teams for their contribution to The King's Trust, but we also see how much it means to them when their company recognise them too. This could be anything from a thank you email from the CEO, match funding to top up their total, or more formal recognition of the CPD accreditation strengthening their career opportunities internally.

OUR EQUALITY, DIVERSITY AND INCLUSION STATEMENT

At The King's Trust, we believe that every young person deserves the chance to succeed, regardless of their background or identity.

We recognise the diversity of the communities we serve and how vital it is to build strong relationships with them and listen to their needs.

We are also committed to building a workforce that is as diverse as the communities and young people we serve, where colleagues feel able to bring their whole selves to work to achieve their best.

In line with The King's Trust commitment to Equality, Diversity and Inclusion, we encourage individuals from all backgrounds and experiences to engage with Million Makers and it is our ambition to create an inclusive environment, that is accessible to all.

There is some guidance below, on how you can support our mission.

Top Tips :

Be mindful of unconscious bias when recruiting your team and assigning roles. Million Makers is a platform for development and should offer equal opportunities.

- Unconscious biases are prejudices and stereotypes individuals have about certain groups of people that they aren't consciously aware of having. These biases may exist toward people of various races, ethnic groups, gender identities, sexual orientations, physical abilities and more. Unconscious bias in the workplace can negatively impact the diversity and inclusivity of recruiting, hiring and promotion practices.
- Take the Harvard unconscious bias test – use this tool to attempt to understand how unconscious associations affect our beliefs and behaviours. This could influence how you recruit your Million Makers team and who is assigned to take on specific roles.

Ensure your fundraising is Equal, Diverse and Inclusive. EDI is not a stand-alone activity, it should be embedded within your overall plans and day-to-day activity.

- Having a panel event? Ensure that speakers are from a variety of backgrounds.
- Hosting a physical challenge? Make sure it is inclusive of all abilities.
- Organising a team icebreaker? Encourage individuals to introduce themselves with their pronouns.
- Align with your EDI networks
- Try thinking about an action that you can commit to that relates specifically to your company's and their EDI goals, this will make it easier to pitch the idea and get their support.
- If you have internal EDI networks, get them involved in your activities.
- Does your company want to champion under-represented groups? Use *Million Makers* as development opportunity, allowing them to showcase their skills and progress in the company.
- Hosting an active event for employees? Get the support of your employee well-being network by asking them to promote the initiative.
- The King's Trust supports disadvantaged and vulnerable young people across the UK - it is likely that our mission aligns with your EDI networks so bring them on the journey with you.

For more information, please reach out to your point of contact or millionmakers@kingstrust.org.uk if you have any questions or need advice.



MILLION MAKERS



Contact details: millionmakers@kingstrust.org.uk

