

# Press release

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25 October 2018

## Legal & General and Girlguiding launch 'My Future Business' entrepreneur competition for girls and young women

**Legal & General\* and Girlguiding\*\* team up to challenge senior Girlguiding units to turn £100 into £300.**

Legal & General and Girlguiding, the UK's largest charity for girls and young women, have announced the opening of their entrepreneur competition.

My Future Business, which launched today, is designed to empower girls and young women to take control of their finances, become financially responsible and harness their inner entrepreneur.

The competition, which will run until mid-December challenges Guide and Senior Section units to come up with an innovative and exciting business idea that would turn £100 into £300 within six months. Competition entrants will also be encouraged to consider how their potential business venture could positively contribute to society and how the profits could be put to good use - from supporting a local charity or promoting recycling in local areas.

Legal & General has also stipulated that business ideas should not overestimate returns and not require further investment to be a success, in line with Legal & General's ethos of being socially and economically useful. A donation will be made by Legal & General to the winning unit.

**Dame Helena Morrissey, Head of Personal Investing** at Legal & General Investment Management, commented:

*"We want to show girls and young women that business is not only a viable career route for them, but also that it's a great time to be a woman in business. I'm delighted that we're sponsoring this competition, creating the next generation of financially confident women and developing a pipeline of businesses that contribute to society."*

This follows the recent announcement that Legal & General have entered into a five year partnership with Girlguiding. The partnership includes the sponsorship of Girlguiding's Saver badge, which encourages girls to save time, money and resources through a variety of tasks, and a commitment to working with the charity to help young girls become financially independent and confident in their management of money matters.

Legal & General's partnership follows proprietary research from Girlguiding which revealed personal finances are a key worry for girls and young women – 34% of girls aged 11-16 say that being able to afford a home is one of their biggest fears for the future, while 53% of young women aged 17-21 say that university fees are a concern.<sup>1</sup>

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<sup>1</sup> <https://www.girlguiding.org.uk/social-action-advocacy-and-campaigns/research/girls-attitudes-survey/>

## Notes to editors

**The information contained in this press release is intended solely for journalists.**

\*Legal & General (Unit Trust) Managers Limited is part of the Legal & General Group.

Legal & General Group, established in 1836, is one of the UK's leading financial services companies. As at 30 June 2018, the total value of assets across the group was £984.8 billion, including derivative assets. We also had over 9.5 million customers in the UK for our life assurance, pensions, investments and general insurance plans.

[www.legalandgeneral.com/investments/](http://www.legalandgeneral.com/investments/)

\*\*Girlguiding is the leading charity for girls and young women in the UK, with over half a million members. Thanks to the dedication and support of 100,000 amazing volunteers, we are active in every part of the UK, giving girls and young women a space where they can be themselves, have fun, build brilliant friendships, gain valuable life skills and make a positive difference to their lives and their communities. We build girls' confidence and raise their aspirations. We give them the chance to discover their full potential and encourage them to be a powerful force for good. We give them a space to have fun. We run Rainbows (5–7 years (4-7 in Ulster)), Brownies (7–10 years), Guides (10–14 years) and The Senior Section (14–25 years). Registered Charity No 306016.

[www.girlguiding.org.uk](http://www.girlguiding.org.uk)

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