



Future Asset Partnership Programme

**FUTURE
ASSET**

Empowering Girls – Developing Talent



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Investing in the future talent pipeline for financial services

Future Asset equips girls and young women across Scotland with the confidence, capability, and insight to consider careers in investment management and financial services. For firms, it offers a practical way to strengthen the long-term talent pipeline, raise awareness of the sector, support earlier engagement with future candidates, deliver on CSR commitments, and support a more informed workforce.

Why this matters

The future of financial services depends on attracting and preparing the next generation early. Many young people have limited understanding of the range of careers available, and too few see the sector as a compelling option. Future Asset addresses this through high-quality, industry-connected experiences that build skills, improve perceptions, and create stronger pathways into the profession.

Why partner with Future Asset?

- Invest in a stronger, better informed future talent pipeline
- Support earlier awareness of careers in investment and financial services
- Build skills, confidence, and industry understanding before recruitment stage
- Strengthen firm visibility with students, teachers, and wider education networks
- Create staff development opportunities through coaching, speaking and mentoring
- Demonstrate long-term commitment to education, opportunity and the future of financial services.



Future Asset Partnership Programme

Partnership opportunities for firms

Lead Partner

A flagship partnership for firms that want to play a visible role in shaping the sector's future talent pipeline. Includes strategic engagement, high-profile recognition, senior-level association with the programme, and opportunities for staff involvement.

Strategic Partner

A strong platform for firms seeking visible engagement with a respected education and talent initiative. Includes recognition, programme involvement, and opportunities for staff to contribute through mentoring, judging, coaching, and speaking.

Impact Partner

An active partnership for firms that want to support delivery, student engagement, and long-term programme reach. Includes partner recognition, invitations to key events, and staff volunteering opportunities.

Supporting Partner

An accessible entry point for firms looking to contribute to core delivery and begin building a relationship with the programme.



Future Asset Partnership Programme

Individual & Collaborative Engagement

Future Asset Ambassadors (Individuals)

For individuals who want to help support and inspire the next generation.

Associate Partners (Non-Profit / Education Organisations)

Working together to expand reach, strengthen delivery, and increase impact.



Partnership structure

Partnership support enables the programme to reach more young people across Scotland, deliver high-quality, industry-connected learning, and build stronger pathways between education and financial services. Multi-year partnerships are encouraged, and 50% match funding is available until the end of 2026, increasing your impact. Supporters can also sponsor specific elements of the programme where there is a strong strategic fit or area of interest.

We would welcome the opportunity to discuss how your firm could support Future Asset in a way that aligns with your sponsorship priorities, people, and long-term talent ambitions.



For more information, please contact Helen Bradley at helen@futureasset.org.uk



“Future Asset’s work is hugely valuable in encouraging more high school girls to go into investment management, and finance more broadly.”

Malcolm Borthwick, Head of Marketing and Strategic Communications, Walter Scott

“Future Asset helps us identify early on in the recruitment process students who are switched on, understand the industry, are focused and determined, and show perseverance.”

Faye Bowden, Manager
Early Career Programs, Franklin Templeton

“Our team members love volunteering with Future Asset. It enables them to make a really positive impact on the young women they work with, but they also gain so much in understanding, perspective and practical skills.”

Sally Greig, Head of Global Bonds, Baillie Gifford

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