



Imagination: The Superpower of the 21st Century

- join us to help ½ million children reimagine their futures

Children today face an uncertain future. The World Economic Forum states 65% of children entering primary school today will ultimately end up working in job types that don't yet exist using rapidly changing technologies to address new questions and emerging problems.

But we aren't setting them up for success. Our outdated education system still focuses on numeracy and literacy, with little to no opportunity to bring what experts tell us are going to be the top three skills needed to thrive in a more automated world, into the classroom - **problem solving, critical thinking and creativity**.

And whilst some children might be lucky enough to access extra curricular activities to support these skills, data published by the Government in September 2022 showed the attainment gap between disadvantaged primary school pupils and their better-off peers has widened to its largest level in 10 years due to the impact of COVID 19. For pupils with special educational needs, just 18 per cent are now reaching the expected levels.

At the Institute of Imagination, we believe that every child should have the opportunity to develop critical skills needed to live in an increasingly unequal world and this is why we focus on providing the space, tools and opportunities for creativity to thrive, delivering world class programmes entirely free of charge for 5-11 year olds from the most marginalised and disadvantaged communities.

But we can't do this alone. We receive no government or statutory funding, relying entirely on the generous support of philanthropists who share our vision. And that's why we are launching "Imagination: The Superpower of the 21st Century" to raise £5m to champion the power of imagination and to help more children reimagine their futures.

We aim to scale our tried and tested programmes into schools and community hubs to reach 500,000 marginalised children by 2025. We will also train and empower educators and community leaders to deliver creative learning experiences to millions more.

Not only that, we are collaborating with leading academics and other thought leaders in imagination to publish and promote the power of creativity and imagination in all our futures.

The public launch will be in the spring of 2023 and we are looking for supporters who share our vision to join us as Founding Campaign Leaders and Partners.

To find out more please contact our Development Director, Kimberley Mitchell Kimberley@ioi.london