

Hyperoptic begins charity partnerships to support young people through volunteering, fundraising and mentoring

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Broadband provider Hyperoptic has begun a four-year patronship The Prince's Trust in the UK, and a partnership with SOS Children's Villages in Serbia – committing to help young people in its two home countries.

The relationships will be focused on volunteering, fundraising and mentoring, with support being championed by Hyperoptic Founder and CEO Dana Tobak and her leadership team. Alongside a new Volunteer Day policy, the new relationships ensure everyone in Hyperoptic has the chance to give back in support of important causes.

In the UK, support of The Prince's Trust [Palace to Palace 2023](#) will be Hyperoptic's flagship fundraising event this year.

Hyperoptic shares the charities' commitment to creating positive change in the lives of young people, and the partnerships align with Hyperoptic's work to connect homes, people and communities that need help getting across the digital divide. Hyperoptic was founded in the UK in 2011 by Dana Tobak and Serbian entrepreneur Boris Ivanovic. With an office in Belgrade providing essential customer care, strategy and finance teams, the company is now one of the UK's largest employers in Serbia.

The Prince's Trust was established by King Charles III, as Prince of Wales, in 1976, and has helped more than a million young people. The charity supports young people aged 11 to 30 who are facing challenges with education, opportunity and employment.

SOS Children's Villages has been working in Serbia since the 2004. Founded in Austria, SOS is the world's largest organization focused on ensuring that children and young people without parental care or at risk of losing it grow up with the care, relationships and support they need to become their strongest selves.

"We are 100% aligned with the work of the Prince's Trust and SOS Children's Villages, and excited to support their important work in empowering and protecting young people," said Dana Tobak, Founder and CEO of Hyperoptic. "At Hyperoptic, part of our work is to connect homes, people and communities that need help getting across the digital divide – now we're adding a commitment to help the youngest and sometimes most vulnerable people through volunteering, and our teams are so passionate about giving their time for this cause. To support that, we've introduced a Volunteer Day policy, to ensure everyone at Hyperoptic can take a day to volunteer on company time."

Jonathan Townsend, UK Chief Executive of The Prince's Trust said: "Now is such an important time to bring on a patron like Hyperoptic, who are passionate about helping young people and have volunteers with highly valued digital, business and commercial skills that will bring real value to our young people. The Class of Covid – those who have already lived through one of the most turbulent times to be young – need this kind of support more than ever. And having Hyperoptic Founder and CEO Dana Tobak as a mentor will be hugely inspiring, and sets a powerful example."

Vesna Mrakovic, National Director of SOS Children's Villages Serbia said: "We are grateful to Hyperoptic for supporting our organization, providing support to children, young people, and families in crisis. If the family gets help at the right time, more dire consequences for the growth and development of children can be prevented and parents can be empowered to provide for their children for development, life, and education in the future.

"Thanks to Hyperoptic's big heart, our organization will be able to reach a greater number of families who are at risk of separating children, as well as young people from vulnerable groups who are on the way to economic independence. This is the beginning of a successful partnership that will contribute to positive changes in our society."

With more than 275,000 customers and more than one million homes passed, Hyperoptic has become a leader in the full fibre broadband market. Hyperoptic was named Best Broadband Provider in the Uswitch 2023 Telecoms Awards.

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