



2020-2021 **IMPACT REPORT**

Emma Freitas
(Schools Manager) Spring 2022

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INTRODUCTION

Welcome to this annual report where we are sharing highlights of our projects and impact during the academic year of 2020/2021.



This was another challenging year for our clients as the COVID-19 pandemic and lockdowns that had started the previous March continued to cause disruption to the schools and charities that we support. So we turned our efforts to developing new products and services to help them whilst also widening our reach and deepening our social impact. It was a very busy time!

Our schools slowly started to return to a more normal teaching schedule but of course now faced a range of complex challenges. The number of students with a diagnosable mental health condition had increased from one in nine pre pandemic to at least one in six. All at a time when schools were managing large numbers of students or staff self-isolating.

So we responded by launching a new wellbeing platform, EduKit Pulse, that empowers students to take control of their own mental health and also report their wellbeing and pastoral needs directly to school staff. We also relaunched our popular EduKit Insight whole school wellbeing survey on a new, user-friendly platform. Our Schools Impact report starts on page 4 of this document.

Our charities also had their hands full, particularly those who work with vulnerable communities and children. The demand for their service increased exponentially and vital funding was difficult to find. Our newly formed The Funded Team service worked hard to identify suitable funding opportunities, prioritising funders that focused on sustainability and raising over £1.8 million in funding for our clients. And to ensure that no one would miss out we also launched an affordable online Fundraising Masterclass to empower small charities to raise funds themselves. Many of our clients state that were it not for our support they wouldn't have made it through the pandemic. This feedback really touches our hearts. Our Charity Impact report starts on page 13 of this document.



We hope that you enjoy hearing more about the important work that we do and our bold plans for the future. We're incredibly proud of our accomplishments but emboldened by the need to do even more.

And of course, please reach out if you'd like to discuss enlisting our support. We're always on hand to support with free resources and advice not to mention our excellent online student wellbeing platforms and charity fundraising services. Our details are below.

Happy reading and thank you for your continued support.

Nathalie

Nathalie Richards EduKit & Funded Team Founder

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EDUKIT- WELLBEING SUPPORT

OUR MISSION

We want to ensure that all children can achieve their full potential, irrespective of what their parents do, what they look like or where they live.



THE ISSUES

Sadly, our mission is far from a reality. There are many issues in our education system that need to be addressed. It's deeply disappointing that:

- Children living in households in the lowest 20% income bracket are more than twice as likely to develop mental health problems as those living in households in the highest 20% income bracket. This can cause feelings of sadness and worry that can massively impact the lives of children and young people, including their ability to do school work, socialise or even sleep.
- The number of children permanently excluded from school in England reached a 10-year high in 2018/2019 of 6,753. As of 2021, exclusion rates for black Caribbean students are up to six times higher than those of their white peers in some local authorities.
- The proportion of children experiencing a probable mental disorder has massively increased over the past three years, from one in nine children in 2017 to one in six in July 2021. The rate has risen in boys aged 5 to 16 to 16.7% and in girls to 15.2% over the same time period. This is five children in every classroom.
- Over half (55%) of LGBT+ young people worry about their mental health daily, compared to just a quarter (26%) of non-LGBT+ young people. This has worsened with the coronavirus pandemic, with seven in 10 (68%) LGBT+ young people saying their mental health has worsened since the pandemic began, compared with half (49%) of non-LGBT+ young people.
- In addition, school absences play a key role in the mental health and wellbeing of young people. During the 2020 Autumn term, 10.6% of 6 to 16 year olds missed more than 15 days of school with children with a probable mental disorder being twice as likely to have missed this much school (18.2%) as those unlikely to have a mental disorder (8.8%).

EDUKIT: 2020/ 2021 IN NUMBERS

In 2016 we worked with mental health practitioners to create and launch EduKit Insight, a wellbeing surveying platform for schools that helps schools to understand more about the pastoral needs of their students. The tool helps them to identify students with hidden vulnerabilities so that they can ensure that the most appropriate developmental support can be put in place. EduKit Insight has now been used by thousands of schools across the UK. Here are some highlights from the last academic year.



17,335

EduKit Insight Surveys completed, generating over 250,000 actionable data points for staff



100%

of schools identified students they otherwise didn't know were of risk



40,275

EduKit Daily Smiley surveys completed



337

Students participated in our virtual work experience programme and received a certificate of participation.



90%

of schools reported that they were able to introduce necessary interventions and support based on survey results.



93%

of schools were able to identify anxiety as a main issue amongst students.



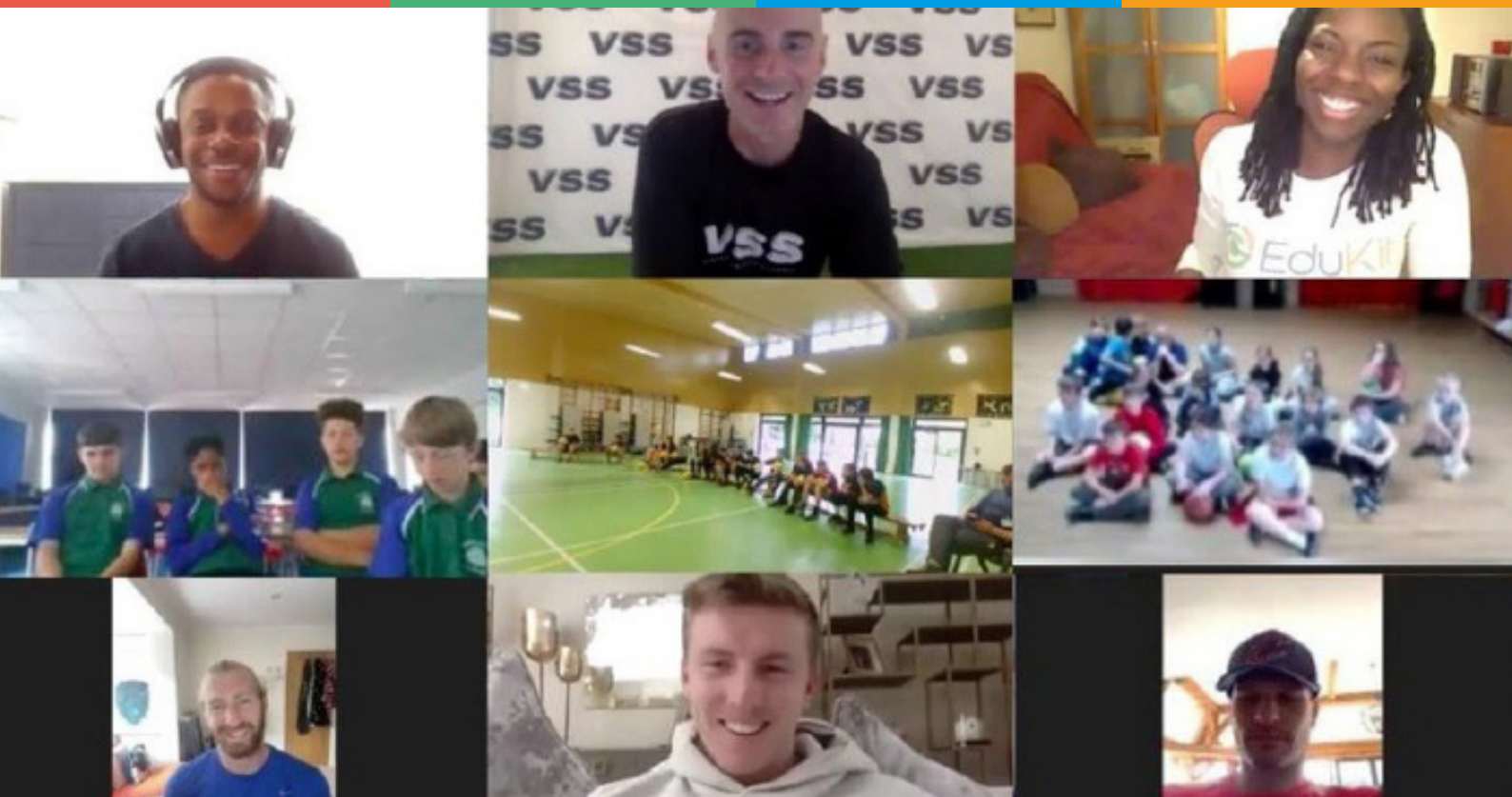
300+

Students participated in virtual football sessions with five premier league footballers organised by EduKit to help improve their resilience and growth mindset.



15,000+

Students accessed resources and support via desktops, mobile phones and tablets through our newly launched EduKit Wellbeing platform for students (called EduKit Pulse.)



VIRTUAL WELLBEING SESSIONS WITH FOOTBALL STARS

We understand the importance of physical activity in promoting emotional wellbeing. So we were delighted to host six fun, interactive virtual football sessions with Premier League icons for hundreds of students across the country, providing a much needed boost of positivity. Students were able to learn new football skills and techniques taught by the players themselves and students were also able to ask the players lots of different questions such as how they improve their own mental health and wellbeing to their favourite moments in their football careers.

Each session focused on a particular wellbeing theme, giving students the rare opportunity to learn an important topic with help from their footballing heroes. The wellbeing themes were: **Growth Mindset, Social Justice, Online Safety and Resilience and Adversity.**

The sessions also coincided with the Euro 2020 Finals, which were followed by horrific racist abuse against three England players. The sessions provided an invaluable opportunity to discuss these events and ways of tackling abuse and discrimination.

The footballers that took part in the sessions were:



Tim Ream

Fulham Football Club &
USA National Player



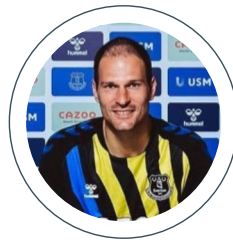
Thomas Cairney

Fulham Football Club



Cyrus Christie

Swansea City FC



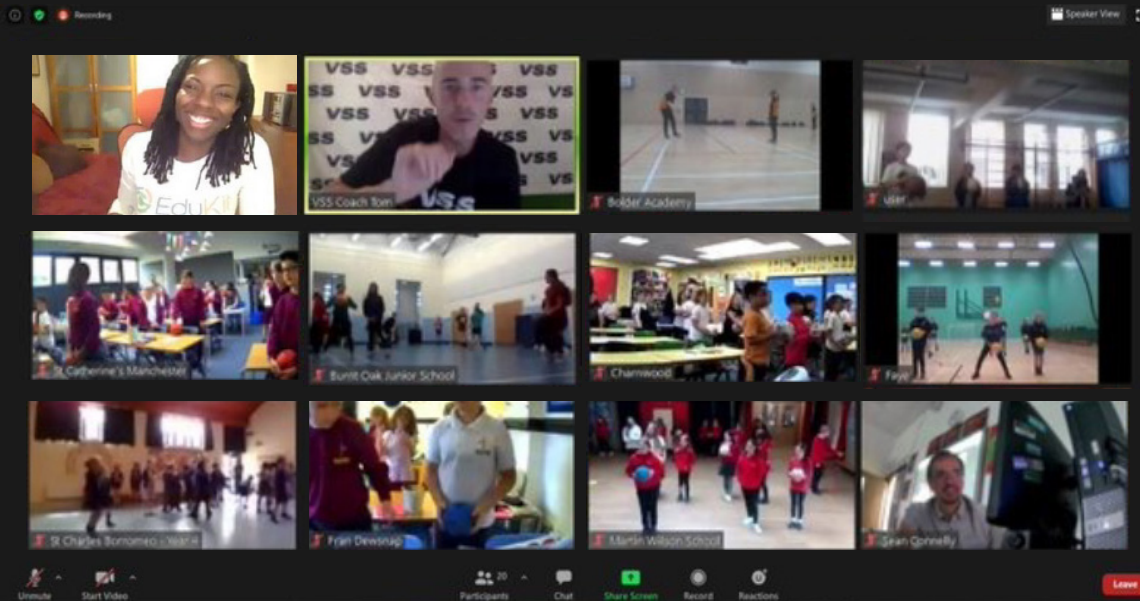
Asmir Begovic

Everton and the Bosnia
and Herzegovina
national team



Matt Targett

Newcastle United FC



EduKit is committed to positively impacting as many young people and children as possible and were extremely pleased to have an amazing attendance. We were also thrilled to hear feedback from schools who described the event as “brilliant!” and “hugely inspiring”.

“It was wonderful to see our students so engaged with this online opportunity to discuss mental health and well being as well as social injustice. They loved the chance to then do some physical activity afterwards. The speakers were so motivational!”

- Alison Murray from The King John School

“A treat for the children to meet a professional footballer with a great message that they can relate to.”

- Anita Morse

St Mary's Catholic
Primary School

“Tim Ream spoke about some POWERFUL topics and this was followed by a great footy skills session to get children engaged.”

- Sharon Khan

Barrowford School

“A first and brilliant experience for us teachers and children to be part of! We were left feeling we had been part of something amazing! Thank you so much.”

- Rashpal Shergill

Kings Farm Primary School

VIRTUAL WORK EXPERIENCE WITHIN OUR TEAM

During the pandemic, we also thought it was important to give students an opportunity to provide us with feedback on EduKit Pulse, our new student wellbeing platform.

This was also a great opportunity to offer valuable e-work experience so that students can know what it is like to work in an EdTech social enterprise alongside a CEO.

.....

This fantastic opportunity was open to students in years 7 -13 and participants were able to choose one of the following roles:

- Design Consultant - students were responsible for reviewing the app and making design and content recommendations
- PR / Marketing Consultant - students helped to promote the app in the press (including writing press releases and speaking to journalists)
- Product Tester - students helped test the app, logging technical issues and helping the customer support team

Example of Certificate Of Participation:



Students were welcomed by Nat, our founder, and students who successfully completed their experience were awarded an EduKit Certificate Of Participation.

We were incredibly impressed with the effort and quality of work the students produced. They were eager to learn and engaged throughout the work experience. We also heard great feedback from teachers that were pleased to see so many of their students involved. Some of the work produced by students is now part of our marketing collateral.



HERE IS SOME FEEDBACK FROM:

TEACHERS

"I was surprised to be approached by three very eager students each asking to interview me as part of their marketing research for their work experience. I was very impressed that they took the interviews."

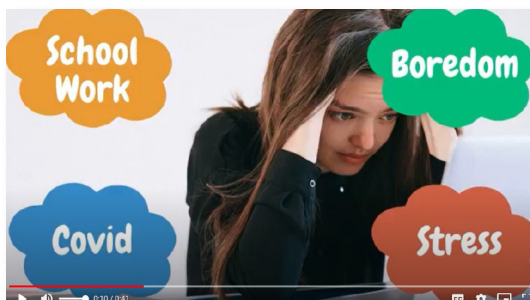
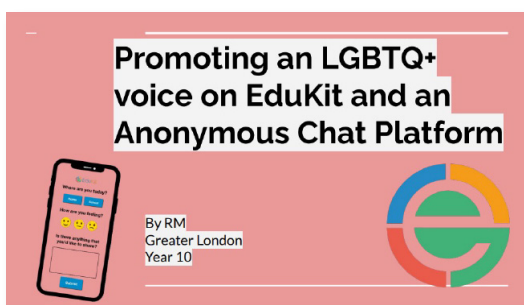
"Let us know if you want to use our students for anything else - they really enjoyed the experience!"

STUDENTS

"This is a really great thing to do during something tough like COVID-19. We are able to see the face behind the business, and understand why the app is the way it is. We can also communicate with the CEO and do tasks alongside others."

"Really good virtual work experience with interesting, engaging hands on tasks that give students a really useful insight into the expectations of work. With deadlines and targets similar to normal work".

Here are some samples of students work:



FEEDBACK FROM EDUKIT INSIGHT USERS

EduKit Insight is a whole-school safeguarding solution that empowers school staff to measure, track and improve the mental health and wellbeing of students. Students can complete a wellbeing survey up to 3 times a year, giving every student a voice.



Noelle Doona
Deputy Head Hendon School

“EduKit has completely revolutionised the way that we understand and manage the mental health and wellbeing of our students.

It allows us to be much more informed about which students need support through the data it provides.

The support we receive from EduKit is invaluable to us”



Matthew Loosemore
Deputy Head & Wellbeing/Pastoral
Care at The Maynard School

“EduKit Insight allows schools to spot trends at an individual, class, and whole school level and gives schools the chance not only to react more knowingly to any concerns over student wellbeing, but crucially, to take a more proactive approach.

The response from the EduKit team is always quick and supportive and the system is so useful and easy to manage.”



CASE STUDY OF EDUKIT PULSE

Our EduKit Student Wellbeing App, Pulse, allows schools to support student wellbeing, in school or at home. Students are provided with instant support via their phones, desktops or tablets when they need it, can report and track how they feel on a daily basis and can easily reach out to staff for additional support.



Ellen Mothersdale

Assistant Headteacher
William Howard School



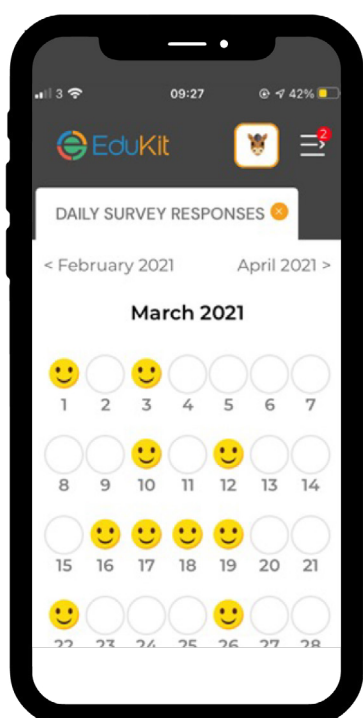
“Our students are using the EduKit Wellbeing App to find valuable information and have given us really positive feedback on the range of areas and support available. So far we’ve noticed that students are honest about how they are doing and have responded very well to having an app available to them.

The app has empowered our learners to improve their own mental health and wellbeing; which boosts self-esteem and confidence.

It’s also already been hugely useful to us as staff as it enables us to intervene early which as we all know when it comes to providing support for the most vulnerable learners is key.

Once launched, we could instantly see top line data on how students were coping and then easily click on each metric to see the survey responses, comments and resource views for specific students.

I now log in for a few minutes each day to monitor how students are doing and action any data. It’s very helpful to see how students are coping daily so we can provide them with immediate support.”





THE FUNDED **TEAM**

THE FUNDED TEAM



OUR MISSION

Our mission is to help charities to secure vital grant funding on flexible, affordable terms so that they can scale their operations and increase their social impact.

THE ISSUES

It can be incredibly difficult for charities to find high-quality grant writers on affordable, flexible terms. This challenge worsened during the pandemic as needs escalated while funding was scarce.

Our team provides affordable best-in-class writing, consulting and training to significantly improve chances of securing grants.

We help charities, non-profits and schools and to date have raised millions in grant funding for our clients from organisations such as Children In Need, Esmee Fairbairn, Henry Smith, Youth Music, the National Lottery, Garfield Weston and hundreds more.

We also help clients, both large and small, with both ongoing and ad hoc support, training and consulting and are extremely proud of the impact we've had on the organisations that we support.

FUNDED TEAM: 2020 / 2021 IN NUMBERS

In 2020/2021, we helped our clients to raise charity and social enterprise funding much of which provided emergency Covid-19 funding. During this period, we helped raised over £1.8 million of funding.

We also launched our online Grant Fundraising Masterclasses, packed full of insider knowledge to give charities everything they need to get funded quickly. The sessions were led by a successful, experienced grant writer and former grant assessor and covered the skills and secrets that successful professional grant fundraisers use to write high-quality grant applications with near-instant results.

“Without The Funded Team, some of the great work we did over and during the course of the pandemic would never have taken place.” - Trevor Blackman, APE Media

FEEDBACK ON THE FUNDED TEAM

“Our charity was at risk of losing everything. So we looked to The Funded Team for expert help and support - and boy did they deliver!

PERFORMING ROOM

We hit immediate success with our first two funding bids - including Lottery success amounting to over £70,000! It’s difficult to find words to express the positive impact this had upon us. A great weight has been lifted from us and I cannot recommend them highly enough.

The Funded Team don’t just write successful bids - they help you to confidently write your future!”

- Janan Fifield, Performing Room



“We decided to work with the Funded Team who have good experience with what the funders are looking for, buzz words, correct text, etc - and must say they were excellent; so easy to deal with and reliable.

They secured a grant for £15,000 for vocational workshops for us. It saved us time and energy, and we will certainly be using their services again. Thoroughly recommended!”

- Maggie Beecher, Teacher Aid



“If you want a team that can help you, who understands you and can dig deep into your DNA and support you to be successful in getting positive outcomes for your bids, it’s a no-brainer. Employ them!”

- Trevor Blackman, CEO & Founder of APE Media, Funded Team client since October 2019



The Funded Team also helped Hendon School secure a £75,000 grant to complete their innovative dance studio.

THE FUNDED TEAM CASE STUDY

Founded to help people establish their own enterprises and, in turn, give back to their local community, Tree Shepherd, has been working with The Funded Team to help the charity enter their next chapter with their new chief executive, Sandra Ferguson. To date, their £15,516 (+ VAT) investment with The Funded Team grant writing services has brought in £149,436!



“The Funded Team do more than just bid writing,” explains Sandra. “They help make introductions for us, they help us form new partnerships- they’ve been really supportive of me in my new role. I feel like I’ve got an extra team which I can go to – yes to talk about funding, but lots of other things as well. The Funded Team are really approachable and genuinely interested in us, which makes the relationship feel like such a good fit. I can say what I think and feel without feeling like I need to hold anything back.”



Like all charities, investment in human resources is a significant cost, and one a charity needs to be careful when making. With The Funded Team, Sandra has found the support she needs, without having to commit to any HR contracts. “You’re our secret weapon,” jokes Sandra. “But really, all small charities need to have access to these fundraising resources- and not everyone does.”

**“You’re
our secret
weapon!”**

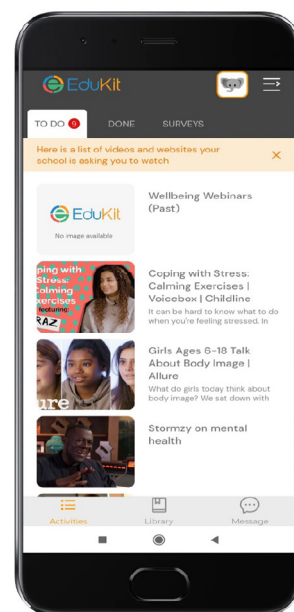
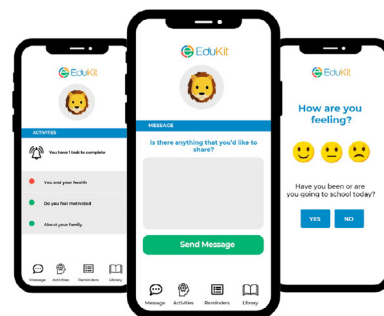
Tree Shepard has an 863% ROI.

In addition to the applications written by the team, The Funded Team has helped with strategy and operations advice, and off the back of this support, Tree Shepherd were also awarded a £150k grant from the Mayor’s Office of London. “I don’t know where I’d be without them. What The Funded Team does needs to be part of the landscape, when it comes to supporting the finances of charities,” says Sandra. “There’s no question that what’s needed here is more of what The Funded Team has to offer. And even if we were to suddenly become a huge charity with millions of pounds worth of funds- I’d still want to outsource to The Funded Team so we can focus on what we’re good at.”

UPDATES & THE FUTURE

In September 2020 we launched our innovative wellbeing app for students. Through EduKit Pulse, children and young people can now:

- Access a range of resources, articles and videos that have been specifically curated by their school
- Like and save as many resources as they choose, so that they can easily access them later, providing staff members with useful data on engagement
- Access a daily mood journal and track their mental health and wellbeing over time, empowering them to take control of their own wellbeing
- Receive announcements from their school at their fingertips on their mobiles or tablets
- Complete various wellbeing and student voice surveys on topics such as resilience, bullying and diversity

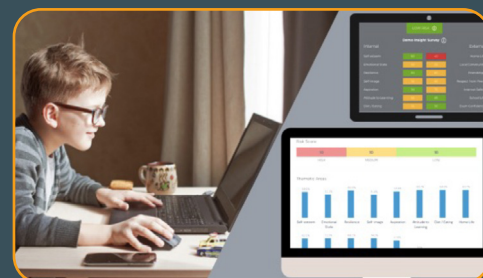


EduKit Insight has now been moved over to a new and improved platform that provides staff with access to an intuitive dashboard. With EduKit Insight, schools can:

- Easily identify at risk students, analyse wellbeing across the whole school, different cohorts and individual students
- Record issues and concerns
- Produce instant reports for Ofsted, SLT and others

We have also created an EduKit Insight Primary Survey that is suitable for students in KS1 & KS2. Similar to our original Insight survey, it covers 14 thematic areas such as home life, self-esteem and friendships but is shorter and simpler.

Emie Jacobs PP
 emie@abccademy.com
 Registration: 7B Gender: Female Year: Year 7



MEDIUM RISK ⓘ			Demo Insight Survey ⓘ	
Internal				External
Self esteem	45	75		Home Life
Emotional State	35	55		Local Community
Resilience	60	80		Friendships
Self image	65	65		Respect from Peers
Aspiration	20	65		Internet Safety
Attitude to Learning	25	30		School Life
Diet / Eating	65	40		Exam Confidence



EXCITING TIMES AHEAD...

We are continuously looking for ways to improve our products and services and to help more schools and charities to increase their social impact.

To discuss how we can help you or your team with free support or through our professional services, please contact us at:

SCHOOLS

 www.edukit.org.uk

 020 3191 9696

 @edukitters

 info@edukit.org.uk

Or book a demo here: [Click Here](#)

CHARITIES

 www.funded.team

 020 3191 6696

 @fundedteam

 info@funded.team

Or book an exploratory call: [Click Here](#)



AWARDS AND ACCOLADES

Award for Innovation 2014 • Nominated for Digital Leaders Impact Awards 2022

