

## About The Shackleton Foundation

The Shackleton Foundation improves the lives of socially and economically marginalised young people across the UK. We do this by providing seed funding to aspiring social entrepreneurs who exemplify the spirit of Ernest Shackleton's leadership, and who seek to tackle significant social issues through their innovative projects. Social entrepreneurs who receive our funding are known as Shackleton Leaders. The Foundation was established in 2007 by descendants of Shackleton's 1907-09 Nimrod Expedition, to celebrate the legacy of the great man in a 21<sup>st</sup> century context.

The Foundation supports social entrepreneurs who, through their own projects, are improving the lives of disadvantaged young people, focusing on five issues:

- **Education:** increasing the educational attainment and aspirations of disadvantaged young people.
- **Youth offending:** helping to reduce the incidence of offending and to integrate ex-offenders and those at risk of offending back into society.
- **Life skills and employability:** improving life-skills and building resilience for young people to lead independent lives and find employment.
- **Community and social welfare:** addressing poverty and encouraging social action to build stronger communities.
- **Health:** improving the physical and mental health of young people.

True to the spirit of Shackleton himself, we take calculated risks in supporting social entrepreneurs who demonstrate high potential and a vision to make a difference. The projects we fund are high risk, often considered too early for other funders.

The Foundation awards grants or loans of up to £10,000 to each Leader—generally the projects have already been successfully piloted on a very small scale, but need funds to get off the ground and reach more individuals.

Many of our Leaders, although not all, have come from a disadvantaged background themselves, and are seeking solutions to issues they have faced, or facing others around them. The projects that we have funded in the last three years have, on average, each helped improve the lives of 1,582 disadvantaged young people. The type of impact varies, from children feeling more aware of mental health issues, to increased student-employer connections, higher school attendance through football clubs and disabled children and their siblings able to play and exercise.

This our second impact report providing a picture of some of the impact we have contributed towards, through funding these pioneering and inspirational Leaders over the past three years. We are proud to be part of their journeys.

The Shackleton Foundation has been generously funded by a number of individuals, grant-making trusts and companies and we are very grateful for their support, without which we wouldn't be able to do our work.

£453,837 distributed in awards

47 Leaders supported to date

1,582 disadvantaged young people supported on average by each of our leaders

*'You kick-started this entire journey and we literally wouldn't be here without you!'*

Stephanie When,  
Gympanzees

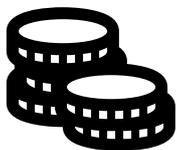


*'The support of the Shackleton Foundation was a real gamechanger. It allowed me to immediately take up the running of the organisation as my day job, which in turn expanded Cracked It's capacity to deliver its intervention more intensively to a greater number of at-risk young people across London.'*

Josh Babarinde, Cracked It

# How we help our Leaders

## We provide early-stage funding



**£403,837** grants

**£50,000** loans

**£10,000** average award

**47** Leaders

We provide grants to Leaders setting up or running not-for-profit social enterprises or charities. For those running for-profit companies, we provide a loan that becomes repayable when the company is profitable. We have provided £453,837 in grants from our inception in 2008 to 47 Leaders.



**81%** of projects funded to date are still operating

Providing funding to early-stage ideas comes with risks attached—not all projects succeed. But 81% of projects we have funded to date are still operating.

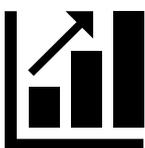


**83%** of projects funded met or exceeded their milestones

We ask all Leaders to set out some milestones of what they aim to achieve during the twelve month award period—number of people reached, specific outcomes and organisational goals. 83% of Leaders report having met or exceeded their milestones at the end of their award.

*'The leap of faith you took in our idea has been truly incredible—so thank you.'* Meg Doherty, Fat Macy's

## We help organisations grow and become financially sustainable



**300%** average growth in turnover

Most projects that we fund are within their first year of operating, with an income of less than £75,000. Our seed funding helps to put them on a stable footing and often a significant growth path. For example, we funded Just for Kids Law in 2011 when its income was around £150,000—its latest financial accounts (2018) show income of over £1.5m. Football Beyond Borders is another success, having tripled its income since our funding in early 2016. Organisations we have supported have increased their turnover, on average, by almost 300%, three years on from our award.

*'The Shackleton Foundation provided funding at a very early stage in Boromi's journey, when we had only just launched our trial. This funding provided the means to establish Boromi as an organisation and launch our first full year programme. Having grown to over 30 schools over this first year, we are on track to be financially sustainable by September 2020—this wouldn't have been possible without The Shackleton Foundation.'* Evie Keough, Boromi

# How we help our Leaders

## We value diversity and lived experience



**72%** of Shackleton Leaders are women

**13%** of Shackleton Leaders are BAME individuals

**30%** of Shackleton Leaders have lived experience

We aim to widen access to capital for Leaders from all backgrounds and circumstances. 72% of our Leaders are women, and 13% are Black and Minority Ethnic (BAME) individuals, compared to the wider sector, where 41% of UK social enterprises are led by women and 12% are led by BAME individuals<sup>1</sup>. And 30% of our Leaders have some experience of the issue they are trying to tackle, giving them much-needed insight into the required solutions.

We have also widened our board to ensure we always have a Leader as a trustee—Josh Babarinde, founder of Cracked It, was the first Leader to join the board in March 2018, adding valuable wisdom to the board from his own experience of working with vulnerable young people.

## We offer non-financial support



We provide assistance with many of the practical aspects of starting up a social venture. This includes seed-funding but also ad-hoc support such as coaching, advice on specific aspects of enterprise such as marketing and introductions to contacts or wider networks.

*'I was very grateful to be introduced to a financial and strategic consultant. This connection was immeasurably useful, helping us to more wholly understand the financial landscape of our sector.'* Alex Sayers, Element

*'Introduction to the Chairman of John Lewis enabled us to gain our first supermarket listing in Waitrose. They have now extended their purchases to include our full range of products.'* Celia Hodson, Hey Girls

## We build a network of social entrepreneurs



Our Leaders inform us of the significant benefit in being part of the Shackleton Leaders alumni network, which includes a Facebook group for Leaders to share ideas and support each other. We also run a Leaders' Forum each year to facilitate and support learning between Leaders, inviting external speakers and encouraging discussing and debate through shared experiences. Recent forums have included discussions on crowdfunding, emerging themes in social entrepreneurship and how to scale a social business.

*'I had an issue with social story writing and put a post on the Shackleton Leader Facebook group. I was delighted by the responses and have now got a new contact who has been helping me word the documents which support the young SEND students.'* Samantha Everard, The Samee Project

*'I enjoyed the forum in May and we are now putting together a crowdfunder appeal for a wheelchair adventure race.'* Gemma Hendry, Able2Adventure

<sup>1</sup> [Social Enterprise UK](#) (2017), State of Social Enterprise Survey 2017

# Meet some of our recent Leaders

## Sonia Shaljean



**Lads Need Dads** CIC was founded in the summer of 2015 by Sonia Shaljean, an indefatigable, determined and focused lady who is seeking to equip and empower young boys with absent fathers to become motivated, responsible, capable, resilient and emotionally competent. It has been shown in research that children who do well in spite of adversity typically tend to do so when they have had nurturing and close relationships with an adult from outside their families, and for boys in particular, male role models.

Sonia, through her Equip, Engage and Inspire long-term early intervention programme, provides male-led group mentoring, bush-craft, outdoor activities, practical life-skill training, community volunteering and leadership training to boys aged 11-15 who have been identified as at risk of exclusion, offending, underachieving or dropping out of school.

Sonia has put her Shackleton Leaders award to great use. The grant, provided in 2016, was used to fund part of the first pilot programme for 16 boys for 6 months, the Engage practical life skill and community volunteering programme and to ensure that it delivered on its key objectives—to meaningfully and positively impact the lives of those 16 boys, and ones that would follow. Lads Needs Dads certainly met and surpassed those goals.

As of today, Lads Need Dads has changed the lives of 52 boys through their programmes and has more than tripled the annual income for Lads Need Dads. Sonia has also secured funding from a diverse source of donors and has won many awards in recognition of her unique, grass roots and impactful contribution to the sector, including the Centre for Social Justice’s Family Award in 2018.

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*‘Lads Need Dads was the reason I was pulled out of the dirt. I owe you so much and one day I hope to repay the helping hand you gave me when I was lost.’*

Graduate of LND

*‘One of these days we’ll open the autobiography of a Prime Minister or an SAS soldier and the dedication will read “To Lads Needs Dads, with thanks”.’*

Parent of LND graduate



## Meet some of our recent Leaders

### Celia Hodson

In the UK girls miss school because they can't afford period products, often referred to in the media as 'period poverty'. **Hey Girls** was founded in January 2018 by Celia Hodson with the help of her two daughters, Kate and Becky, with the philosophy that girls and young women should never have to compromise their wellbeing or their health. Celia, a single parent understands first-hand the financial strain of buying sanitary protection when struggling to survive on benefits. Unfortunately the situation for women like her hasn't changed in twenty years.

Hey Girls sells a full range of environmentally friendly period products on a 'buy one give one' model—for every pack purchased another one is donated to a girl or woman in the UK in need.

Support from The Shackleton Foundation, awarded mid-2018, helped kick off Hey Girls's education activity with focus groups and consultation in schools and community groups. And an invaluable introduction from the Shackleton Chair enabled Hey Girls to gain their first supermarket listing in Waitrose, who now offer a full range of products. Products can also be found online, in Asda and from this summer, 184 Co-op stores across the UK, with charities and organisations local to these shops benefit directly through each sale.

Recognised for its impact, Hey Girls took home two awards at 2018 Scottish Women in Business awards and Celia won the STV Social Entrepreneur of the Year Award. To date, through over 200 partners, it has donated over 5.2 million period products across the UK. Hey Girls has donated products to over 1,400 schools in 12 Local Authorities across Scotland, 3 colleges and 6 UK universities with pads, tampons, cups and reusable pads. It has provided educational resources to over 3,000 school children and is now in a position where the costs of its educational activity can be covered from the surpluses of wholesale and retail period product sales.



*'Support from the Shackleton Foundation was a significant milestone in our social enterprise start-up journey and for me as its founder. Gaining a listing in one of the world's most famous and well-respected supermarkets opened so many other doors. Though this and other stores we have been able to donate over 5.2 million plastic-free period products in just 18 months. Not bad for a little start-up social enterprise!'*

Celia Hodson, Hey Girls

## Meet some of our recent Leaders

### Meg Doherty



Meg founded **Fat Macy's** in January 2016 to tackle the rising problem of homelessness—in particular helping young Londoners move out of hostels into their own homes. Those living in temporary housing find it very difficult to save money to pay a deposit for private rented accommodation.

Fat Macy's is a social enterprise that trains these young people in catering and other vital skills for independent living and puts on supper clubs across London—curated, cooked and served by Fat Macy's chefs. The project's profits create a housing deposit scheme for the trainees, rewarding them for their volunteered time—with every event, trainees gain real life work experience while saving securely for their future.

The Shackleton Foundation provided funding for Fat Macy's start-up costs in 2017—it is now well on its way to self-sufficiency through income earned via the supper clubs and other catering events.

Each year it has helped young people move into permanent housing and granted them both food hygiene qualifications and useful catering work experience. Overall, 30 trainees have completed the training programme in three different hostels, 950 hours have been volunteered by aspiring trainee chefs, more than 100 supper clubs have been hosted, over £9,500 has been accumulated in the housing deposit fund, and three trainees have moved from hostel to home. After three years of running a roving restaurant across London, Fat Macy's has just moved into a permanent site in Peckham.

*“Fat Macy's changed my life and continues to help me. It's just a matter of time before Fat Macy's is going to enable me to rent my own home.”*

Emmanuel, Fat Macy's trainee



## Meet some of our recent Leaders

### Josh Babarinde

Josh is the Founder of **Cracked It**, London's social enterprise tech repair service, staffed by young ex-offenders. Cracked It's mission is to harness to £2bn-a-year tech repair market to support vulnerable young people move away from crime and towards employment.

Cracked It's repair service is unique—at its heart are pop-up repair clinics (whose technicians are young ex-offenders and youth at risk) delivered for staff in large workplaces including the US Embassy, Ministry of Justice, Barclays, River Island and more. Young ex-offenders receive coaching and employability training alongside this employment experience to support their transition into permanent employment in the wider economy.

Josh's Shackleton Foundation Award in 2016 was used to cover salary costs, which enabled him to begin working full-time on Cracked It and deliver on client contracts that had been secured.

Over 200 young people across London have benefitted from Cracked It's interventions, with 64% of programme participants in work, education or training one year after graduation. Seven in ten did not reoffend within one year—a better result than the national average. Cracked It was named Social Enterprise of the Year 2019 by the Evening Standard, as well as in 2018 by the Centre for Social Justice. Josh was also featured in Forbes Magazine's 30 Under 30 List for 2019.



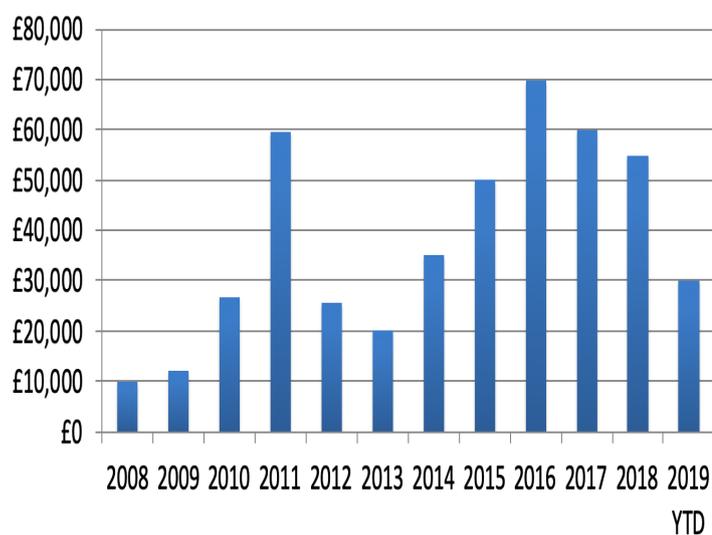
*'A pioneering social enterprise...your innovation and commitment is helping to make Britain a country that truly does work for everyone.'*

The Rt Hon Theresa May MP

# Shackleton Leaders Funded 2016-2019

Leader	Project	Description
Aisling Kirwan	The Grub Club Cookery School	Nutrition education for low-income families
Alexandra Sayers	Element	Creative arts projects for children in or leaving care or students at risk of exclusion
Celia Hodson	Hey Girls	Tackles period poverty through a Buy One Give One model of menstrual products
Edith Johnson	Be Her Lead	Empowers women in teaching to build resilience and raise the aspirations of girls in their schools
Emma Sullivan	Prospela	E-mentoring platform to give disadvantaged students careers advice, inspiration and access to professional networks
Eve Keough	Boromi	Supports parents to provide a more stimulating and learning focused home environment for 0-5 year olds.
Eve Wagg	Well Grounded	Provides training, mentorship and pathways to employment in the coffee industry
Gemma Hendry	Able2Adventure	Adventure activities to young people with disabilities in Scotland
Jacqueline Williamson	School of Confidence	Builds confidence and resilience of children & young people in kinship care in Northern Ireland.
Jasper Kain	Football Beyond Borders	Uses football to build engagement, behaviour and aspirations of at-risk young people in schools
Josh Babarinde	Cracked It	Trains and employs at-risk young people to repair cracked iphones as an enterprising alternative to crime
Lynette Nabbosa	Move Right	An app to provide support for young social housing tenants to take control of their financial security and avoid homelessness
Martha Wright	Mindful Music	Uses music as a tool to teach children self-control for greater well-being
Megan Doherty	Fat Macy's	Provides a pathway to independent living for young Londoners in temporary accommodation through culinary training and pop up events
Nick Brewer	Talk about It	Raises awareness of mental health in young people through creative workshops in schools
Samantha Everard	The Samee Project	Workshops promoting self-employment to young people with disabilities
Sarah Waite	Get Further	Boosts English and Maths skills of students re-taking exams in further education through weekly support and mentoring via a tutor
Sonia Shaljean	Lads need Dads	Empowers boys aged 11-15 with absent fathers to prevent them under-achieving, offending, being excluded or dropping out of school
Stacy Bradley	The Smile Organisation	Employability support to young people, particularly ex-offenders or those at risk of offending
Stephanie Wheen	Gympanzees	Provides play and exercise to disabled children in pop up activity centres before launching a permanent centre in 2022
Victoria Hill-Ryder	Free Food Forever	Wild food and cookery project for children and their families in Cornwall experiencing local food poverty and malnutrition

## Awards To Date By Year



## Awards To Date By Sector

