

EXPERT IMPACT

20
—19

IMPACT
REPORT

CONTENTS—

PAGE

4 REFLECTIONS

6 OUR VISION & MISSION

12 THE HUMAN LENDING LIBRARY®

Key achievements (2014–2019)

Our network

Experts | Alumni

Success stories

Change Please (& Karen Lynch)

IncomeMax (& John Frieda)

Harry Specters (& David Taylor)

Our events

26 WHAT'S NEXT?

32 OUR TEAM

34 FINANCIAL OVERVIEW

38 THANKS

SECTION 01 —

REFLECTIONS



KENDRA WALSH, DIRECTOR —

At the end of another year, I'm delighted to see Expert Impact going from strength to strength. At a time when the world faces so many difficult challenges, it is an honour to provide support for so many inspiring social businesses, and to play our part in helping to change the world for the better.

This has been our most pivotal year yet, one of change and renewed ambition. We have always wanted to expand our programme internationally, but it wasn't until we spent four days in Edinburgh at The Social Enterprise World Forum that we realised how many different places around the world would benefit from a programme like ours.

From Tanzania to Toronto, the positive response to the Human Lending Library® was overwhelming. We've realised that we can move a step closer to achieving our vision — of a world where every business is a social business — by changing our focus and helping other institutions around the world to set up their own mentoring programmes.

We'll continue working closely with our wonderful partners at The British Library, while developing the tools, systems and strategies we need to train new partners around the world. We'll support them in setting up and running their own Human Lending Libraries® wherever they are, and welcome them to the global Expert Impact family.

In the year ahead we will be able to magnify our impact, launching a scalable movement that means that any social entrepreneur, wherever they are in the world, can access the support and advice they need through their local Human Lending Library®.

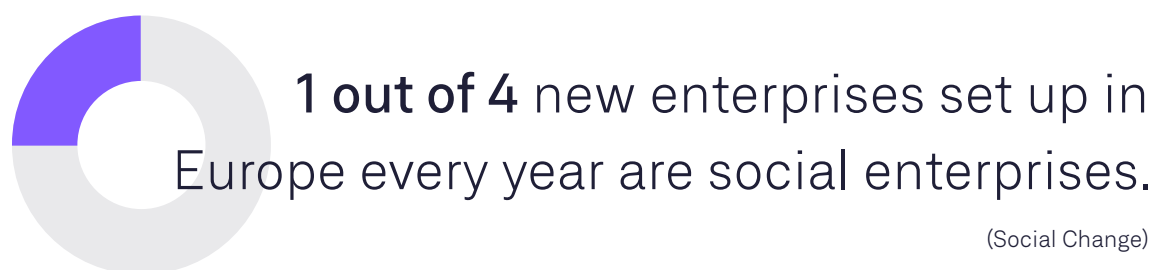
It's an exciting stage in our journey, and we look forward to its success.



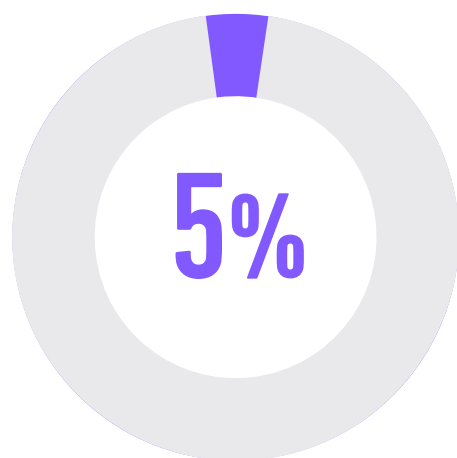
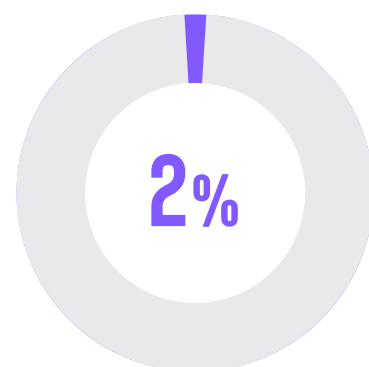
WE WANT TO LIVE IN
A WORLD WHERE ALL
BUSINESSES ARE
SOCIAL BUSINESSES.

We all have a responsibility to consider our impact on people and the planet, and Expert Impact wants to see businesses caring as much about important global issues as they do about their bottom line. **It's profit, with purpose.**

» OUR MISSION IS TO PROVIDE GUIDANCE, INSIGHT AND SUPPORT TO THE NEXT GENERATION OF SOCIAL ENTREPRENEURS, SO THEY CAN CHANGE THE WORLD.



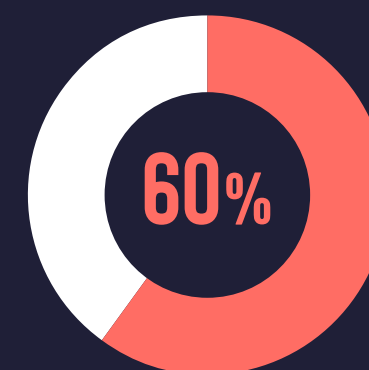
Of the **6 million** registered businesses in the UK, **100,000 of them are social enterprises** (just under 2% in 2018)



...Yet these social enterprises **employ 5% of people** in work in the UK (2018)

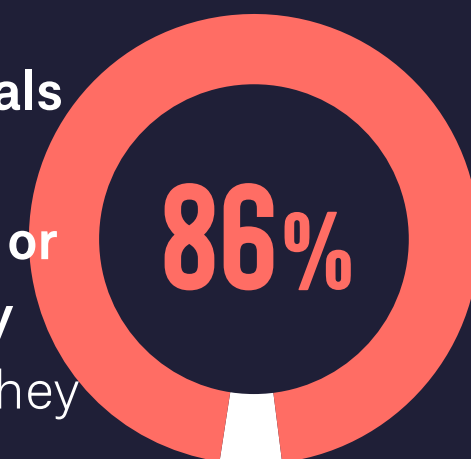
SOCIAL ENTERPRISE IS WORTH £60BN A YEAR TO THE UK ECONOMY (2018)

£60BN



The sector is growing fast. Around **60% of all global social enterprises** have been founded in the past 10 years.

In a recent report, Deloitte found that **86% of millennials chose who they work for based on how much social or environmental impact they make**, not just how much they could earn there.



The social entrepreneurs we support are addressing **all 17** of the **UNs sustainable development goals**.

<div>01</div> <div>NO POVERTY</div> <div></div>	<div>02</div> <div>ZERO HUNGER</div> <div></div>	<div>03</div> <div>GOOD HEALTH AND WELL-BEING</div> <div></div>	<div>04</div> <div>QUALITY EDUCATION</div> <div></div>	<div>05</div> <div>GENDER EQUALITY</div> <div></div>	<div>06</div> <div>CLEAN WATER AND SANITATION</div> <div></div>
<div>07</div> <div>AFFORDABLE AND CLEAN ENERGY</div> <div></div>	<div>08</div> <div>DECENT WORK AND ECONOMIC GROWTH</div> <div></div>	<div>09</div> <div>INDUSTRY, INNOVATION AND INFRASTRUCTURE</div> <div></div>	<div>10</div> <div>REDUCED INEQUALITIES</div> <div></div>	<div>11</div> <div>SUSTAINABLE CITIES AND COMMUNITIES</div> <div></div>	<div>12</div> <div>RESPONSIBLE CONSUMPTION AND PRODUCTION</div> <div></div>
<div>13</div> <div>CLIMATE ACTION</div> <div></div>	<div>14</div> <div>LIFE BELOW WATER</div> <div></div>	<div>15</div> <div>LIFE ON LAND</div> <div></div>	<div>16</div> <div>PEACE AND JUSTICE STRONG INSTITUTIONS</div> <div></div>	<div>17</div> <div>PARTNERSHIPS FOR THE GOALS</div> <div></div>	<div></div> <div>SUSTAINABLE DEVELOPMENT GOALS</div>

SECTION 03 —

HUMAN LENDING LIBRARY

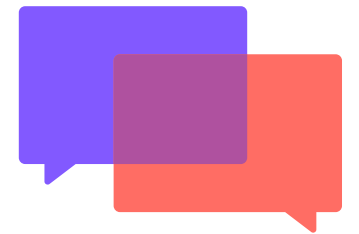
The idea for the Human Lending Library® is simple: we arrange hour long one-to-one mentoring meetings between social entrepreneurs and our Experts, and we prepare both parties in advance to make sure they both make the most of their time together.

For social entrepreneurs it's a priceless opportunity to get advice and mentoring from some of the most experienced and successful founders in the world. It gives them insight into what's required to scale up and achieve success on a global level. They can also get an expert's take on their business, and potentially gain an impressive and influential champion.



50 of the world's most successful entrepreneurs invest their time voluntarily as our Expert mentors.

200 social entrepreneurs have received one-to-one mentoring through the Human Lending Library®.



These businesses now generate **£21,500,000** collectively in turnover and employ around **600** people in the UK.

98% of the entrepreneurs we have supported credit us with helping them **grow their businesses**.



We have created a library of **hundreds** of educational and inspiring videos that have been watched nearly **30,000** times in **115** countries.





























Running a growing business with hundreds of decisions to make and battles to fight can feel overwhelming, so getting support at the right time from a mentor who understands the challenges you face is priceless. It can be the difference between throwing in the towel and finding another gear to keep on going.”

KENDRA WALSH, DIRECTOR, EXPERT IMPACT



























OUR EXPERTS

Members of our Expert network have founded and scaled some of the world’s most recognisable and influential brands.

OUR ALUMNI

We’ve supported fantastic social enterprises from every corner of the country, all dealing with different social and environmental issues.

SUCCESS STORIES

CEMAL EZEL



MET WITH KAREN LYNCH



Since 2010, homelessness has doubled in the UK. Now, over 4,000 people sleep rough every night. With a belief that the UK's love for coffee can help in the fight against homelessness, Change Please is providing jobs for the homeless community by training them to become baristas.

When Cemal Ezel, the founder of Change Please, applied for support from the Human Lending Library® the business had just two vendors and were still deciding how best to scale their operations. We introduced Cemal to Karen Lynch, the CEO of Belu water, and they both inspired each other!

Three years after first meeting Karen, Cemal is now setting up 22 new sites in the UK. Sainsburys started stocking Change Please coffee in October 2017, Ocado signed a similar deal in 2018 and they are the official coffee of Virgin Trains.

Cemal credits the Human Lending Library with his success: “The support we received from Expert

Impact has been absolutely fundamental in helping us get to where we are. From the mentoring, the amazing events they host and network they've linked me into – it's just been fantastic.”

Karen Lynch, CEO of Belu Water, who mentored Cemal, said: “My journey from mentorship to friendship with Cemal began in 2015. I chose to work with Expert Impact to focus my time on working with social entrepreneurs. From that initial ‘power hour’, Cemal and I progressed to standing on the same stage collecting Social Enterprise UK awards from Michael Sheen for our respective businesses. What could be more rewarding than that?”

“IMAGINE ENCAPSULATING ALL OF YOUR CHALLENGES INTO A DEFINED LIST AND AN EXPERT ANSWERING THEM IN AN HOUR, THIS IS EXACTLY WHAT EXPERT IMPACT DOES. I CANNOT RECOMMEND IT HIGHLY ENOUGH.”

CEMAL EZEL



SUCCESS STORIES

LEE HEALEY

IncomeMax

MET WITH **JOHN FRIEDA**

JOHN FRIEDA.
LONDON · PARIS · NEW YORK

IncomeMax offers independent personal money advice for the real world to those struggling to take control of their finances. They pride themselves on their simple, personal, clear and respectful advice.



Through the Human Lending Library® we introduced Lee to John Frieda, the man behind a successful chain of hair salons and range of hair care products, and since their meeting IncomeMax's turnover and number of staff has doubled. In the last year they've supported 9,785 customers and confirmed £4.3 million pounds of new income for them.

Lee credits Expert Impact with helping IncomeMax to achieve this amazing scale of growth in such a short period of time:

// Meeting John was an amazing and hugely beneficial experience. I was able to ask so many questions and it was great to get such amazing insights, advice and ideas. John has been there and achieved so much, so to be able to tap into that knowledge and learn from John's experience was like gold dust. Meeting him gave me renewed confidence in my business and helped me understand the value of the work we do. It helped shape our business planning and strategy, and as a result, we obtained funding to launch the UK's first National IncomeMax Service."

Lee Healy, Income Max



// I THOROUGHLY ENJOY MY TIME SPENT MENTORING THROUGH THE HUMAN LENDING LIBRARY. THE MENTEES ARE ALWAYS INSPIRING AND IT'S WONDERFUL TO THINK THAT MY TIME AND ADVICE IS HELPING THEM TO GROW THEIR FANTASTIC BUSINESSES"

JOHN FRIEDA

SUCCESS STORIES

SHAZ SHAH Harry Specters MET WITH DAVID TAYLOR the brandgym

Harry Specters makes award-winning, handmade chocolate, while providing training & employment for people on the autism spectrum.

MEETING DAVID WAS AMAZING. NOT ONLY DID HE GIVE US GREAT BRANDING ADVICE FOR OUR BUSINESS BUT HE HAS COMMITTED TO SUPPORTING US LONG TERM BY JOINING AS A NON EXEC DIRECTOR. IT'S HARD TO EXPLAIN THE POWER OF INTRODUCTIONS TO PEOPLE LIKE THIS — THANK YOU!"

— SHAZ SHAH, CO-FOUNDER HARRY SPECTERS

Not only do they craft delicious chocolates and create employment for young people with autism, the company also sets aside 60p from every £1 of profit for furthering the social aims of the business. This includes providing social activities for their invaluable employees as well as opportunities for their personal development.

We introduced Mona and Shaz to David Taylor, founder of global

branding consultancy firm the brandgym through The Human Lending Library®, and since their meeting Harry Specters' sales figures have trebled! They've won numerous national awards for their products, beating some of the most well known chocolate makers in the UK. They've also created more than 20 secure jobs for people with autism, and have provided workplace training to hundreds more.

My work as a mentor for Expert Impact over the last three years has been a fantastic and truly rewarding experience. I am always in awe of the dedication and energy of amazing social entrepreneurs I meet. I share branding advice with them but also get a lot out of it too, and I leave feeling inspired myself. I've kept in touch with several of the companies I've mentored, and become a non-exec director for Harry Specters.

The excellent organisation of the wonderful Expert Impact team means each mentoring session runs smoothly and efficiently. It's a pleasure to be involved."

David Taylor, founder of the brandgym



OUR EVENTS

Events are a really important part of what we do. They help us support our Alumni beyond their Human Lending Library® session and provides a great platform to promote their work. They also help us to promote our work to a wider audience, establish ourselves as thought leaders and alert more social entrepreneurs to The Human Lending Library®.

Profit with Purpose at The British Library

These panel events are an opportunity to hear a select group of socially impactful founders share their journey from start-up to scale up and the lessons they learned along the way. Attendees get to meet the speakers and connect with like-minded peers over drinks and networking after the panel.

- We've hosted 8 Profit with Purpose events to date
- 32 speakers have shared their stories and advice
- The average feedback score for these events is 4.8/5



**1,850 OF THE UK'S MOST
PROMISING SOCIAL ENTERPRISES
AND ENTREPRENEURS HAVE
BEEN SUPPORTED BY
ATTENDING OUR EVENTS.**

Impact Labs at House of St Barnabas

The Impact Labs connect social leaders to share lessons, advice and encourage the spark of new ideas. They are intimate breakfast roundtable, private discussions for entrepreneurs who are all at a similar growth stage.

Each event focuses on a specific growth challenge. Past topics include: raising investment, attracting & keeping talent, measuring and communicating your impact, and leading with integrity.



SECTION 04 —

WHAT'S NEXT?

GOING GLOBAL

We want to provide support and mentoring to anyone trying to scale their socially impactful business wherever they are in the world. A global network of Human Lending Libraries® curating hundreds of thousands of connections, and a powerful international community of social entrepreneurs transforming business and the world as we know it.

To do this, we're developing our programme so that it can be rolled out in any location, with a proven framework for success that includes training and tools for those who want to set up their very own Human Lending Library®.

HOW WILL IT WORK?

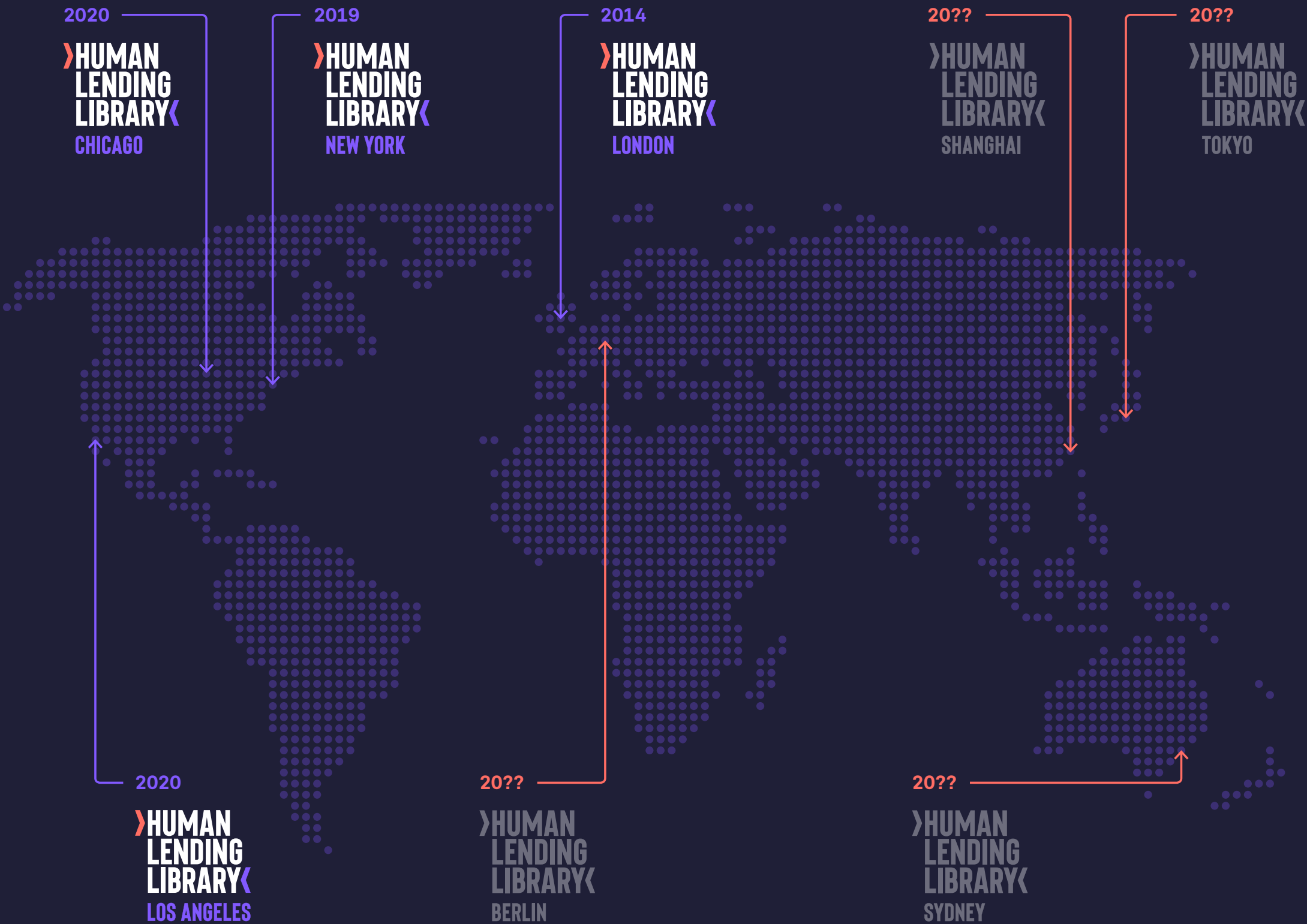
As we move forward and establish new partnerships around the world, we'll support new "branches" of the Human Lending Library® to set up and thrive.

We'll also act as a collective voice for the great work taking place at the Human Lending Libraries® across the globe, celebrating their impact and inspiring others to want to establish their own programme.

A GLOBAL NETWORK OF THOUSANDS OF HUMAN LENDING LIBRARIES®, ALL CURATING 1,000'S OF CONNECTIONS AND CREATING ONE OF THE MOST POWERFUL INTERNATIONAL NETWORKS OF SOCIAL ENTREPRENEURS.

OUR JOURNEY

- 2013 Pilot of the Human Lending Library
- 2014 The Human Lending Library officially launches, delivered in partnership with The British Library
- 2015 – 17
- 2018 Trained the team at The British Library to run it themselves
- 2019 First international Human Lending Library opens in NYC
- 2020 Second and third Human Lending Libraries open: Chicago and Los Angeles
- 2021 Global – Human Lending Libraries open in multiple locations around the world





“
**CONNECTING SOCIAL ENTREPRENEURS
WITH TODAY’S BUSINESS LEADERS IS VITAL
FOR KNOWLEDGE SHARING, GUIDANCE
AND GROWTH, SO IT’S FANTASTIC TO SEE
EXPERT IMPACT DRIVING MENTORSHIP
AND FORMALISING THE OPPORTUNITY.”**

BARONESS JOANNA SHIELDS OBE

SECTION 05 — OUR TEAM

Expert Impact is based in London. We're a small team made up of Director Kendra Walsh supported by our Founder John Hunt and Trustees Charles Mindenhall and David Giampaolo.



KENDRA WALSH

Kendra has spent fifteen years working for socially and environmentally impactful organisations. Her experience includes managing multi-million pound Government grant programmes and raising funds for European sustainability investment firms. She joined Expert Impact in 2013, taking it from an idea to a reality.

She is also the Chair of the board of trustees for The Edinburgh Remakery.



JOHN HUNT

John creates and invests in technology, real estate and consumer businesses. His primary philanthropic interest areas are entrepreneurs and disadvantaged kids.



CHARLES MINDENHALL

Charles has co-founded more than 20 largely technology-related businesses.

Charles was a founding trustee of Operation Smile UK, and is currently the chairman of Technology Trust (a social enterprise providing technology donations and fund-raising tools to more than 17,000 charities). He also serves on the Advisory Board of Founders Forum For Good.



DAVID GIAMPAOLO

David is Chief Executive of Pi Capital.

He is on the Board of Directors of Zumba and Smartmatic, as well as being a member of the British Airways International Advisory Board

He is a trustee for Speakers for Schools and a patron of Pro Bono Economics.

PARTNERS

We work with some of the best-known institutions and venues in London to ensure we can offer the highest level of support to social entrepreneurs.

Business &
IP Centre
London

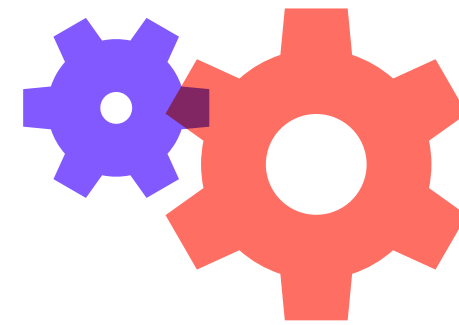


The House of
St Barnabas
LONDON



SECTION 06 —

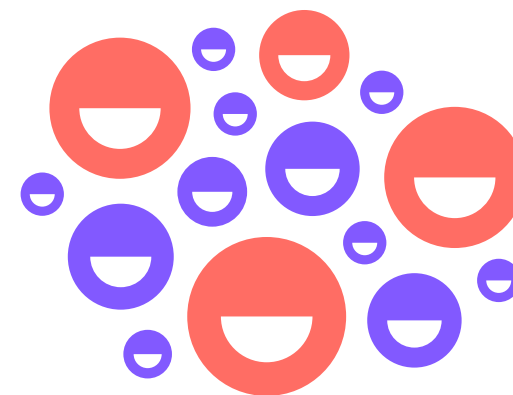
FINANCIAL OVERVIEW



To date **£500,000** has been spent building and running this programme

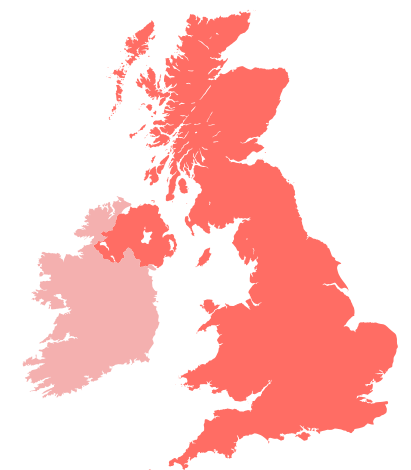
EVERY £2 SPENT HAS HELPED...


...generate at least **£6,000** in **increased turnover** for social businesses



...teach **1000 people** about social enterprise and the work of social entrepreneurs

...create **1 full time job** in the UK in the social impact sector





“WHAT AN IMPACT ONE CONVERSATION CAN HAVE. HONESTLY, YOU HAVEN’T JUST GIVEN ME ADVICE AND INFORMATION, YOU HAVE REIGNITED THE SPARK THAT THIS IS 100% DOABLE. IT’S MOMENTS LIKE THIS THAT ARE THE REAL GAME CHANGERS AND I CAN’T THANK YOU ENOUGH”

MARIE YATES, CANINE PERSPECTIVE CIC

SECTION 07 —

THANKS

TO OUR GENEROUS AND INSPIRING EXPERTS:

- | | | |
|----------------------|----------------------|-------------------|
| Alex van Someren | Edwina Dunn | Nicholas Wheeler |
| Alexandra Kelly | Frank Meehan | Nigel Kershaw OBE |
| Baroness Verma | Gail Rebuck | Oli Barrett |
| Ben Elliot | Gi Fernando | Patrick Grant |
| Ben Goldsmith | Hugh Chapell | Richard Skaife |
| Carrie Longton | Jenny Halpern Prince | Rowan Gormley |
| Sir Charles Dunstone | Jeremy King | Ruth Chapman |
| Charles Mindenhall | Jochen Zeitz | Saul Klein |
| Chloe Macintosh | John Frieda | Stephen Fear |
| Chris Gorell Barnes | John Hunt | Steve Henry |
| Chrissie Rucker | Julia Groves | Sir Tim Smit |
| David Giampaolo | Julian Metcalfe | Tony Goodwin |
| David Taylor | Karen Lynch | |
| Denzyl Feigelson | Kathryn Parsons | |

And finally, all of the Social Entrepreneurs we work with. Every day your work motivates and inspires us. Against all odds, you dare to challenge the status quo, helping to create a brighter and more hopeful future.

— THANK YOU



EXPERT IMPACT

IMPACT REPORT
—2019