



**EXPERT
IMPACT**

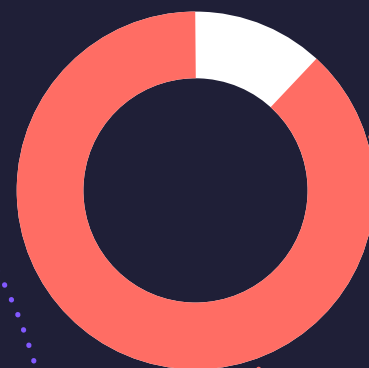


IMPACT REPORT
2020/2021

OUR IMPACT

114

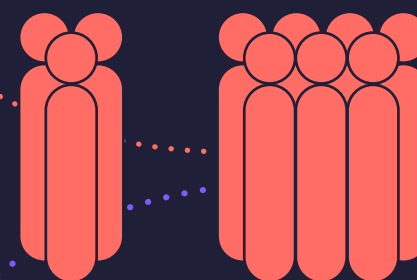
MENTORING SESSIONS
COMPLETED
INCREASE OF 50%
ON LAST YEAR



SIX MONTHS AFTER MENTORING:

13% AVERAGE RISE IN
TURNOVER

6% AVERAGE RISE IN
NUMBER OF STAFF



354

NUMBER OF SOCIAL ENTREPRENEURS THAT HAVE
USED EXPERT IMPACT MENTORING TO DATE

97%

PERCENTAGE OF SOCIAL
ENTREPRENEURS THAT
RECOMMEND OUR MENTORING



STORY OF THE YEAR

Against the backdrop of the pandemic and successive lockdowns, our story of the year is one of growth and success. Not only have we continued to operate despite challenging circumstances, by increasing the number of mentoring sessions, we have amplified the support we can offer to social entrepreneurs, growing our impact as a result.

By June 2020, the start of the period this report covers, we had become used to **mentoring sessions happening virtually** and were focusing on the social enterprises and charities whose revenue was immediately threatened by pandemic restrictions.

As a support organisation, we'd had to consider what we could do. **We signposted to as many resources as we could** – how to access government support schemes, the foundations offering emergency grants and

loans, and organisations offering help with contingency planning. **We also recruited four crisis and change management experts**, and ran workshops advising on virtual managing of teams and safeguarding mental health.

Popular reasons for seeking advice included digitising services, diversification of revenue streams (to be less reliant on one source of income), and building cash reserves to safeguard against future emergencies. All these reasons were quite obviously attributable to the effect of the lockdown.

The change Expert Impact had to make – **mentoring meetings happening via video conferencing** – has been positive for us. Social entrepreneurs no longer having to travel to a physical location means we can be more inclusive as the mobility of our users is no longer a barrier and the reduced travel of participants means our environmental impact has reduced. The need created by the

pandemic and increased ease of mentoring meetings by videoconferencing is reflected in our data: **the number of mentoring sessions doubled this year, to 114 from 57 last year.**

Our success is a lot to do with the bespoke matching we offer. Our Head of Mentoring, Alex Allison comes from a recruitment background, so is experienced in identifying the appropriate skills and knowledge an organisation requires. Our team was further boosted when Karen Lynch, who led social enterprise Belu to great success over a decade, joined us as CEO in March. Karen succeeded Kendra Walsh, to whom much of the credit for steering Expert Impact through choppy pandemic waters must go.

The increase in the number of meetings was also partly due to collaboration. In September we partnered with the British Council, a champion of social enterprise globally, to assess the appetite there was

for our mentoring in other territories. An ambition of Expert Impact is for our mentoring service to exist wherever there is a need for it and enough of an ecosystem of social entrepreneurs and mentors to sustain it. **Through the partnership we were able to test Expert Impact mentoring service in six countries.**

We have also extended our global impact by partnering with Global Health Corps, an organisation developing social enterprise leaders working in eastern and southern Africa. Several of our mentees, experienced leaders themselves, have been sharing their insight about financial planning, investment, growth and pitching. They are our future 'Experts'.

“AN AMBITION OF EXPERT IMPACT IS FOR OUR MENTORING SERVICE TO EXIST WHEREVER THERE IS A NEED FOR IT...”



▶ IMPACT STORIES

SOCIAL SUPERMARKET MET ZIA YUSUF

Jamie Palmer, CEO of Social Supermarket, discussed how to meet the high service expectations of his corporate clients with Zia Yusuf. "What Expert Impact is great at is connecting people who are excellent at what they have done and are very accomplished, and so the ability to learn from their past successes and also failures is a really worthwhile experience." Sales for Social Supermarket grew 16x.

FACTBOX

Pre-Mentoring:

Average annual turnover **£43K**
Number of employees **1**

Post-Mentoring:

Average annual turnover **£800K**
Number of employees **7**



CHILTERN MUSIC THERAPY MET BILL MEW

"Because of the advice Bill gave us we then knew what the need was to take to a funder ... whereas before we wouldn't have had enough insight in this particular area to know what we needed," said Rosie Axon of Chiltern Music Therapy after meeting with digital privacy expert Bill Mew back in August 2020. Implementing secure digital services saw their revenue rise by 15%.

FACTBOX

After implementing secure digital services, Chiltern Music Therapy's revenue **increased by 15%**.

HOPE FOR THE COMMUNITY MET KAREN LYNCH

"It's the role model element isn't it? You just think: well, she's done it. She said it could work. I think she was my last bit of reassurance. What she's achieved, it gives you that sort of motivation that you could do it too, that it's possible." – Gabriela Matouskova, who became CEO and grew Hope for the Community after meeting Karen Lynch. Now, they have "large scale and long-term" projects in place, a new digital offer and expected revenue of £500,000, nearly a four-fold increase in just two years.

FACTBOX

Pre-Mentoring:

Annual Turnover in excess of **£100K**

Post-Mentoring:

Expected annual revenue of **£500K**



THE GOOD SLICE MET JIM CREGAN

"It set us off thinking about a product on shelves in time. Jim has a wealth of knowledge on how you market that, how you get your products into shops. That was an area that I hadn't thought of or understood fully. It took our minds elsewhere and made us realise what was possible. It was nice to get a look into a different way that things might go. It opened our eyes." – Ed Kellard of The Good Slice, after meeting with Jim Cregan, founder of Jimmy's Iced Coffee. "The conversation with Jim made us focus, realise we couldn't do it all, but it was about setting timelines."

FACTBOX

Post-Mentoring:

Following their conversation with Jim, The Good Slice trialled their first boxed 'make your own pizza' product for delivery and have worked with an event production company to devise a way to grow a community of supporters at festivals during 2021.



WHY OUR MENTORS DO IT

OUR EXPERTS

Our network of expert mentors have all built globally successful businesses, across many different industries, some of which are household names.



ZIA YUSUF - CO-FOUNDER, VELOCITY BLACK

"I really enjoyed it, nothing I enjoy more than speaking with passionate entrepreneurs. You should take great pride in what you are doing, the quality of the entrepreneurs was excellent, and your work is vital frankly, not just for Expert Impact, but this country."



JACQUELINE DE ROJAS - PRESIDENT OF TECH UK

"Whoever came up with it is a genius because what it does is connect people with experience with those who have challenges or just need a sounding board for something or just want to learn from other people's experience. They can shorten their route to success, maybe boost confidence but also create space to be amazing and that's what the Expert Impact does I think."



PREYAL DEWANI - FOUNDER OF HANDPICKED SOCIETY

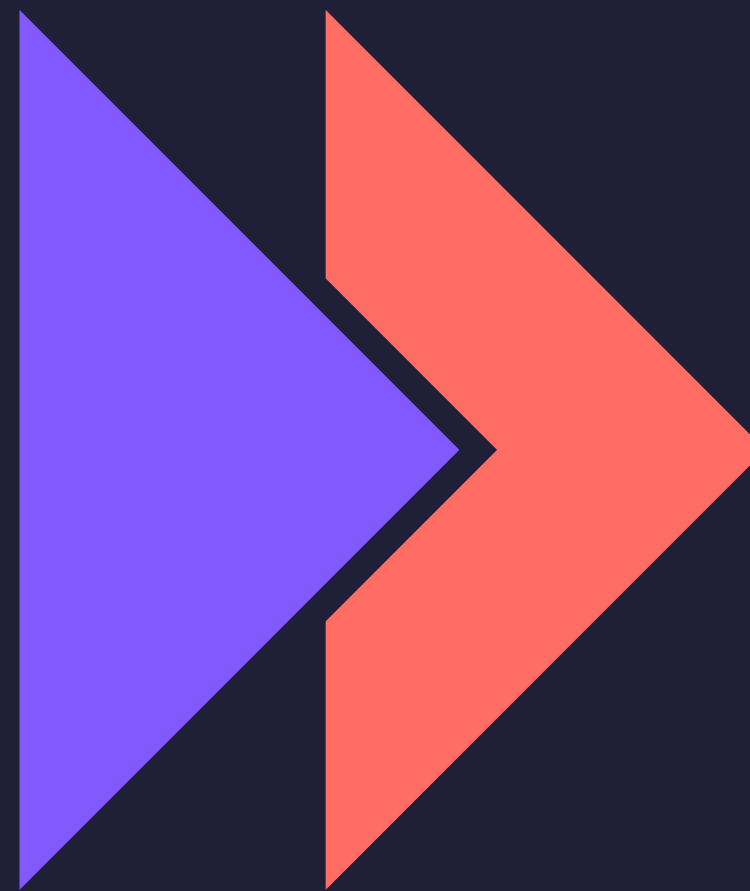
"Being a small part of someone's journey to create positive impact on the world is a huge privilege. Problem solving, though not with answers, but by sharing experiences, asking questions, and exploring thought-processes is such a rewarding experience. I learn so much about myself, the entrepreneur, and their social cause to create a better world. Thank you for allowing me to be a part of your mission!"



RICHARD CARTER - MANAGING DIRECTOR, EQUINITI CREDIT SERVICES

"Fundamentally, the mentoring goes both ways. Generally, it's expected that the mentee gets the benefit of the session, though I've found that the time spent allows me to broaden my perspective on a number of social issues."

FUTURE PLANS



Expert Impact supports social enterprises and charities. For a while now we've harboured ambitions to be more like the former – to be self-sustaining. As part of this new ambition, we're delighted to announce that Expert Impact we will now become part of Social Enterprise UK.

Early in 2022 we will be announcing a new, exciting initiative that will take us on that journey, using the knowledge and

experience contained within our established network of experts and mentees.

For now, a huge thank you to all those who have supported us to date.

**EXPERT
IMPACT**

“FOR A WHILE NOW WE’VE HARBOURED AMBITIONS TO BE
MORE OF A SOCIAL ENTERPRISE AND LESS OF A CHARITY.”

WHO WE ARE

WE ACCELERATE THE IMPACT OF SOCIAL ENTREPRENEURS BY
CONNECTING THEM WITH BUSINESS EXPERTS FOR FREE ADVICE
AND MENTORING.

.....

We want social
entrepreneurs to succeed
because we believe
organisations that operate
with positive social or
environmental aims are the
best way to achieve a more
equal and sustainable world.

.....

OUR BOARD



JOHN HUNT
FOUNDER & CHAIR



DAVID TAYLOR
TRUSTEE



ZELMIRA POLK
TRUSTEE

OUR TEAM



KAREN LYNCH
CEO



LEE MANNION
HEAD OF COMMUNICATIONS



ALEX ALLISON
HEAD OF MENTORING

OUR ALUMNI BOARD



CHARLY YOUNG
CEO, THE GIRLS NETWORK



PAUL SINGH
CEO, EQUAL EDUCATION



JULIAN WAROWIOFF
MD UK, LEMONAID BEVERAGES



KIM RIHAL
HEAD OF PARTNERSHIPS,
EQUAL EDUCATION



JEMMA PHIBBS
DIRECTOR, SCHOOL SPACE

THANK YOU

TO ALL OF OUR EXPERTS WHO ARE SO GENEROUS WITH THEIR TIME AND SUPPORT:

Alex Mollart	Ben Goldsmith	David Giampaolo	Harriet Hastings	Julia Groves	Nicholas Wheeler	Rowan Gormley
Alex Sloan	Bill Mew	David Taylor	Hugh Chapell	Julian Metcalfe	Nigel Kershaw OBE	Ruth Chapman
Alex van Someren	Carrie Longton	Denzyl Feigelson	Jacqueline de Rojas CBE	Karen Lynch	Oli Barrett	Ryan Prince
Alexandra Kelly	Celia Sawyer	Diana Hunter	Jenny Halpern Prince	Katharina Sophia Volz	Pamela Bell	Sandy Lindsay MBE
Andrew Evans	Charles Dunstone	Edwina Dunn	Jeremy Jauncey	Kathryn Parsons	Panthea Lee	Saul Klein
Angie Robinson	Charles Mindenhall	Emma Fox	Jeremy King	Layton Tamberlin	Patrick Grant	Steve Henry
Anne Boden	Charly Young	Frank Meehan	Jim Cregan	Marie Cudennec	Pranav Yadav	Tim Smit
Anne MacCaig	Chloe Macintosh	Gail Rebuck	Joan Ball	Matt Newman	Preyal Dewani	Tom Adeyoola
Anthony Goodwin	Chris Gorell Barnes	George Polk	Jochen Zeitz	Meg Lustman	Richard Carter	Zia Yusuf
Atul Pathak OBE	Chris Gourlay	Gi Fernando	John Frieda	Michael Frohlich	Richard Skaife	
Baroness Verma	Chrissie Rucker	Graham Thomas	John Hunt	Michael Howard	Robert Holzer	
Ben Elliot	Dan Cobley	Gregg Freishtat	Jonathan Goodwin	Mike Blackburn	Roland Lamb	

OUR PARTNERS:

WE'VE LAUNCHED COLLABORATIONS WITH SOME OF THE BIGGEST NAMES IN SOCIAL ENTERPRISE AND SOME OF THE MOST PROMINENT CHAMPIONS OF SOCIAL BUSINESSES AROUND THE WORLD:



The Queen's Commonwealth Trust champions, funds and connects young leaders who are working hard to change the world.



With the British Council, we trialled our mentoring service in six countries outside of the UK and the US this year.



We partnered with **Global Health Corps** an organisation developing leaders working in eastern and southern Africa.

THESE ORGANISATIONS HAVE PARTNERED WITH US TO OFFER EXPERT IMPACT MENTORING:



The British Library

The national library of the United Kingdom in London was the first home of Human Lending Library meetings, taking place in the library's Business and IP Centre.



Manchester Central Library

Being part of the British Library's Business and IP Centre national network, Manchester's Central Library is home to the northern Human Lending Library hub.



ISE in Birmingham

Like us, iSE is a social enterprise support organisation providing development opportunities and a natural fit for the home of the Human Lending Library in the Midlands.



Impact Hub New York

Impact Hub New York is a coworking and events space for a membership community of entrepreneurs and creatives driving positive social and environmental change. They will be operating our mentoring service for social entrepreneurs in the New York Metropolitan area.



CONTACT US

Get advice – If you're the leader of a charity or social enterprise and would like to discuss any of your challenges with one of our Human Lending Library mentors:
www.expertimpact.com/apply

Mentor – If you have a proven track record of business success and you'd like to offer your services as a mentor, please contact us at hello@expertimpact.com

Volunteer – If you would like to give your staff the rewarding experience of sharing their skills by mentoring brilliant social enterprises and charities, please contact hello@expertimpact.com

Support – If you are a foundation, funder, company or support organisation that is interested in working or partnering with us, please contact hello@expertimpact.com

Host – If you would like Expert Impact Mentoring to operate in your country, please contact hello@expertimpact.com