

**EXPERT
IMPACT**



IMPACT REPORT
2022/2023

OUR IMPACT

514

TOTAL ALUMNI OF PROGRAMME TO DATE
13% AVERAGE INCREASE AGAINST 2022/23

73

ONE-TO ONE
MENTORING SESSIONS
COMPLETED IN
2022/2023

6 TO 12 MONTHS AFTER MENTORING:

47% OF MENTEES REPORTED AN
INCREASE IN TURNOVER

29% REPORTED AN INCREASE
IN EMPLOYEES

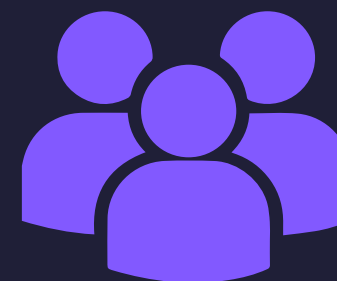
*REPORTED BY 29% OF 2022/23 MENTORING ALUMNI WHO
RESPONDED TO OUR RECENT SURVEY

NET PROMOTER
SCORE OF 9.7

OUR DIVERSITY RECORD 22/23

63%
OF MENTEE'S
WERE FEMALE

30%
OF MENTEE'S
WERE POC



STORY OF THE YEAR

We were expecting 2022–23 to be a tough but exciting year, and it's safe to say it delivered on both fronts.

If you were following our story this time last year, you will remember we had just launched our speaker bureau, Expert Impact Speakers, in a bid to create our own unrestricted funding. With our energies invested here, our mentoring plans were all about maximising our efficiency of impact.

Thanks to the incredible Heather Labanya, our Head of Mentoring, we have had a phenomenal year of mentoring to report despite needing to operate on a shoestring. Our story of the year must be the fact that at last, we were able to bring back face to face mentoring and alumni events. Both have been made possible through our collaborations with the British Library hosting face to face mentoring sessions, and with The Conduit Club for our series of Social Enterprise Mingles. It has just been glorious to be back in the room 'in real life', with so many of you to have the opportunity to share stories, practice pitches, and to live rather than remember what it feels like to reconnect in person.



In the last year we've curated a total of 73 one-to-one Expert Impact mentoring sessions, kicking off new relationships. These initial sessions delivered a net promoter score of 9.7, and established a great starting point to accelerate the growth of our social entrepreneurs and their businesses. This year's mentoring activity brings our total alumni to a community of 514.

All round, we are delighted with this year's impact numbers and with our progress to ensure our mentees and experts are increasingly diverse. We've pulled out a few impact stories from page 4, and you can see all the names of our volunteer experts on page 9.

We also made strong progress in our start-up year with Expert Impact Speakers. The very talented Venita Di Domenico, our Head of Speakers, got us on to the radars of some of the biggest names in speaking, and in front of some

of the most incredible clients. But don't let that fool you into thinking we've found it easy, we absolutely haven't. From the trials and tribulations of opening a bank account, to lengthy onboarding processes with new clients, to the sheer lack of enough resource – whether people and cash at every turn – we are absolutely living the journey that all Expert Impact mentees whether past, present and future lives through. We can tell you we are fast growing, almost profitable, but still a long way from having the sustainable well-resourced model we aspire to. More work to do, so please do spread the word where you can so we can continue to make a difference in the world together.

**EXPERT
IMPACT**
MENTORING

**EXPERT
IMPACT**
SPEAKERS

IMPACT STORIES

CHRIS BAKER, FOUNDER OF SERIOUS TISSUES MET EMILLIE VANPOPERINGHE

With a passion for combating climate change, Chris Baker co-founded Serious Tissues to change the way essential sanitary and cleaning products were made. To this

end, Serious Tissues made the first carbon neutral toilet roll and plant a tree for every toilet roll they sell. Since launching in 2019, Serious Tissues have planted over 1.7m trees.

IMPACT

Serious Tissues were 2022 Grand Prix winners of the Sky Zero Footprint Fund in 2023. They secured a prize which included up to £1 million in media value for a month-long campaign reaching new audiences across the UK. They launched their prize-winning [Ad Campaign](#) on major TV channels such as ITV as a rallying call for everyday people to switch to its carbon-neutral toilet roll. As toilet roll is an essential commodity, switching this consumer behaviour could make such a difference in the world.

After Chris was mentored by Emilie Vanpoperinghe, he said:

"An hour with Emilie was time very well spent indeed. She was hugely generous with her time, advice and insight and very happy to share her experience and wisdom from the amazing trajectory Oddbox have been on for the past few years. Not quite sure how we packed so much into an hour's conversation!"

MENTEE CHRIS BAKER



SERIOUS TISSUES

MENTOR EMILIE VANPOPERINGHE



ODDBOX



ALBERT MCEYESON, FOUNDER OF ACTION YOUTH BOXING INTERVENTION (AYBI) MET KIM RIHAL

Action Youth Boxing Intervention (AYBI) is a boxing club for disadvantaged young people, helping them develop healthy social, physical and mental wellbeing through combat training and mentoring. Young people are typically introduced to the service through Pupil Referral Units and gain a variety of support opportunities with AYBI. AYBI run a twelve week programme

in collaboration with University College London and King's College London, who are conducting research on how contact-based sports support crime reduction. You can read more about Albert's story from having been excluded to ending up in prison, teaching himself to read and becoming a counsellor after he was released and AYBI's work. [here](#).

After the session, Albert reported that Kim Riha! was so generous with her insights and offered some really practical support to AYBI. He further shared: *"It was wonderful to meet Kim. She is a true advocate for equal education – such a passionate and honourable person. [She was] really supportive."*

IMPACT

Since AYBI started 7 years ago, 3500+ beneficiaries have participated in all AYBI programmes and interventions including 'Fit & Fed', which provides free and nutritious meals to children during school holidays, while providing them with safe and productive activities, in the form of boxing.

MENTEE ALBERT MCEYESON



ACTION YOUTH BOXING
INTERVENTION (AYBI)

MENTOR KIM RIHAL



EQUAL EDUCATION



IMPACT STORIES

CLEM BROWN, FOUNDER OF CODEBRAVE MET TOM ADEYOOLA

CodeBrave has two arms, (1) [CodeBrave Lebanon](#), which provides free tech education for children from disadvantaged backgrounds in Lebanon; and (2) [CodeBrave Tutors](#), which involves online coding tutoring to young people internationally. CodeBrave Tutors funds their work with CodeBrave Lebanon and creates much needed jobs for teachers in Lebanon who are facing a high unemployment crisis.

IMPACT

CodeBrave's work has enabled:

- >31,717 hours of student learning (total amount of hours students have collectively spent learning in CodeBrave classes);
- 1,386 students aged 7–21 gained coding, robotics and essential digital skills; and
- 49% of CodeBrave students who were young women and girls to gain vital STEM skills.

Read their 2022 Impact Report [here](#).

Clem said that meeting with Tom Adeyoola was pivotal. Furthermore, she shared: "My mentoring session with Tom was seriously valuable. We talked about the challenges I was facing with business development and sales for CodeBrave's social enterprise. Tom introduced me to his approach and mindset, and we workshopped where I'd been going wrong. It was a big 'penny-dropping' moment and just what I needed."

"Since Tom and I spoke, we've grown the number of youth in our programme from 350 to >1,000 and raised c. \$100k in grant funding."

ROBIN BARKER, FOUNDER OF PEOPLE UNLIMITED MET MEG LUSTMAN

People Unlimited support organisations to build the foundations of a mentally healthy culture at work. They have a proven model of co-production that has been effective in creating culture change around mental health in the workplace in private and public sectors.

IMPACT

People Unlimited's impact has been phenomenal:

- 21,442 people engaged
- 97 organisations transformed
- 99 % would recommend People Unlimited

Additionally Robin founded [We Can Talk](#), to transform the experiences of children and young people attending hospital in relation to their mental health, as well as revolutionise the experiences of the staff supporting children and young people.

In Partnership with People Unlimited, We Can Talk has had a significant impact:

- Trained over 30,000 staff members across more than 100 hospitals since 2017, with 98% reporting positive impacts on their roles.
- Staff members reported feeling 18 times more confident and 30 times more knowledgeable to support children and young people attending emergency departments due to mental health concerns after engaging with the project.

You can read their impact report [here](#).

MENTEE CLEM BROWN



CODEBRAVE

MENTOR TOM ADEYOOLA



INVESTOR / ADVISOR / NED
/ TECH ENTREPRENEUR



MENTEE ROBIN BARKER



PEOPLE UNLIMITED

MENTOR MEG LUSTMAN



ADVISOR / MENTOR/
COACH / NED / NXC



OUR EXPERTS

Spotlight on 3
of our mentors



IQBAL WAHHAB OBE

ROAST AND THE CINNAMON CLUB

Iqbal Wahhab OBE has built a reputation for delivering world-class excellence through his highly successful restaurant businesses, Roast and The Cinnamon Club. He has exited both restaurants and is planning new ventures developing purpose-driven businesses. Iqbal was voted one of the Top 10 Restaurateurs in Britain in an Independent on Sunday survey and listed in the Caterer Power 100, GQ 100 Most Connected and The Sunday Times Maserati Top 100 business start-up mentors.



JULIA GROVES

WWW.BRITISHAIRWAYS.COM / SUSTAINABILITY MD AT BRITISH BUSINESS BANK

Since co-founding britishairways.com in 1994, Julia Groves has led a series of startups in the digital and environmental sectors, including Engensa, a leading UK domestic solar installer, and Quiet Revolution, a wind turbine business which designed and built turbines for the Olympic Park. Julia co-founded the UK Crowdfunding Association in 2012, and has successfully campaigned to make finance more democratic and accessible to regular investors. Julia is the Sustainability Managing Director at the British Business Bank, leading on the development of its net zero transition programme, ESG integration and pathways to responsible investment.



HUGH CHAPPELL

NON-EXECUTIVE DIRECTOR (NED) AT LADBIBLE GROUP

Hugh Chappell is a serial entrepreneur, advisor and angel investor, inter alia, currently Hugh is also a Non-Executive Director (NED) at LadBible Group. He has a huge amount of experience in Traditional and New Media, as well as in business with other types of businesses in his portfolio and makes an exceptional independent adviser and mentor on business strategy.

WE HAVE **90 EXPERTS**
WHO HAVE SUPPORTED
OVER **500 MENTEES**
OVER ALMOST
10 YEARS WITH OUR
MENTORING SESSIONS.

**Our network of brilliant expert mentors have built successful businesses and/or impactful organisations including several household names, across a diverse range of industries.*

FUTURE PLANS



ANDREW CROFT, EXECUTIVE
DIRECTOR OF EXPERT IMPACT

As we look to the future, our plan is to continue our current strategy of delivering our mentoring impact efficiently, and growing our own sustainable revenues through our speaker bureau. To give both entities the best possible support to thrive moving forward, we have decided to make some changes to how we operate.

With our start up incubator period behind us, we are delighted to announce that from October 2023, we will be moving closer, in fact 'moving in' with Social Enterprise UK. SEUK is the founding member of the charity, Expert Impact, which in turn owns and therefore asset locks, Expert Impact Speakers. Our expectation here is that with cross group collaboration we will be able to share

ideas, learning, systems and services and as a result, scale our revenues and our impact faster.

As this change takes place, we say goodbye to Karen Lynch MBE who has been an Expert with us for many years, more latterly taking on the leadership of the charity when we lost our funding, and who lead us through the development of Expert Impact Speakers as an idea and throughout this start up period. Karen will continue as a volunteer expert mentor and continue to remain available as an incredible speaker with Expert Impact.

This brings us to a very special hello to our new Executive Director, Andrew Croft, who you may already know through his post as Executive Director of Special Projects at SEUK.

EXPERT IMPACT



“FROM OCTOBER 2023, WE WILL BE MOVING CLOSER,
IN FACT 'MOVING IN' WITH SOCIAL ENTERPRISE UK.”

WHO WE ARE

THANKS TO OUR 2022/23 TEAM WHO HAVE WORKED HARD TO SUPPORT OUR SOCIAL ENTREPRENEURS AND SPEAKERS TO SCALE THEIR IMPACT. WITH SPECIAL THANKS TO ALEX ALLISON, FORMER HEAD OF MENTORING AND LEE MANNION, FORMER HEAD OF COMMUNICATIONS.

OUR BOARD



PETER HOLBROOK
CHAIR



SABIRA KANJI
TRUSTEE



COLIN DOWNIE
TRUSTEE

OUR ALUMNI BOARD



KIM RIHAL
CO-CEO, EQUAL EDUCATION



CHARLY YOUNG
CEO, THE GIRLS NETWORK



JULIAN WAROWIOFF
MD, LEMONAID

OUR 2022/23 TEAM



KAREN LYNCH
CEO



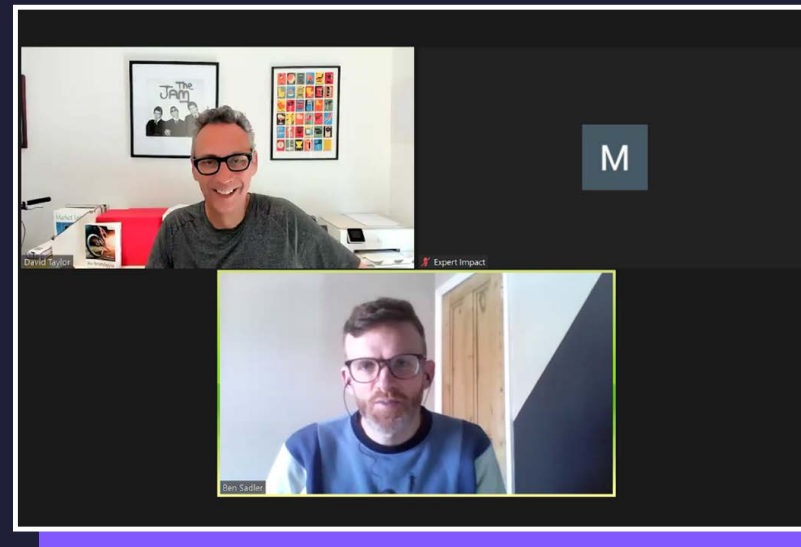
VENITA DI DOMENICO
HEAD OF SPEAKERS



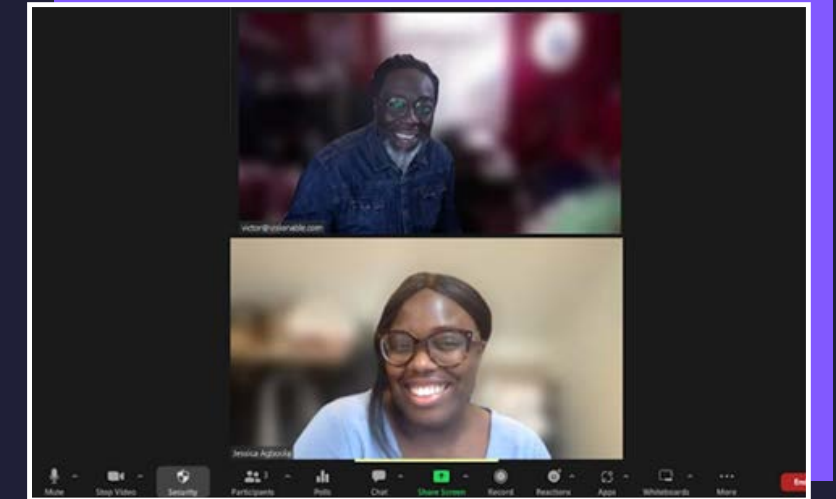
HEATHER LABANYA
HEAD OF MENTORING

THANK YOU

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



David Taylor x Ben Sadler (Alive & Kicking)



Lord Victor Adebawale x Jessica Agboola (KINSIS)

Lord Victor Adebawale CBE

Tom Adeyoola

Joanne Baban Morales

Joan Ball

Oli Barrett MBE

Pamela Bell

Mike Blackburn

Stephen Brown

Richard Carter

Ruth Chapman

Hugh Chappell

Dan Copley

Jim Cregan

Cecilia Crossley

Marie Cudennec Carlisle

Jacqueline de Rojas

Kishan Devani BEM

Preyal Dewani

Claire Dove CBE

Sir Charles Dunstone

James Eder

Oke Eleazu

Andrew Evans

Denzyl Feigelson

Gi Fernando

Emma Fox

Gregg Freishtat

John Frieda

Michael Frohlich

David Giampaolo

Ben Goldsmith

Anthony Goodwin

Jonathan Goodwin

Chris Gorell Barnes

Rowan Gormley

Chris Gourlay

Patrick Grant

Julia Groves

Jenny Halpern Prince

Harriet Hastings

Steve Henry

Robert Holzer

Michael Howard

John Hunt

Diana Hunter

Jeremy Jauncey

Alexandra Kelly

Nigel Kershaw

Jeremy King

Saul Klein

Roland Lamb

Panthea Lee

Sandy Lindsay MBE

Carrie Longton

Rob Love

Meg Lustman

Karen Lynch MBE

Anne MacCaig

Chloe Macintosh

Julian Metcalfe

Bill Mew

Charles Mindenhall

Alex Mollart

Matt Newman

Kathryn Parsons

Atul Pathak OBE

George Polk

Ryan Prince

Baroness Gail Rebuck

Kim Rihal

Angie Robinson

Chrissie Rucker

Celia Sawyer

Richard Skaife

Alex Sloan

Sir Tim Smit KBE

Alex Van Someren

Layton Tamberlin

David Taylor

Graham Thomas

Josh Turner

Emilie Vanpoperinghe

Baroness Sandy Verma

Katharina Sophia Volz

Iqbal Wahhab OBE

Nicholas Wheeler

Pranav Yadav

Charly Young MBE

Zia Yusuf

Jochen Zeitz

OUR PARTNERS & COLLABORATORS

We have partnered and collaborated with some of the biggest names in social enterprise and some of the most prominent champions of social businesses around:

TheConduit

The Conduit Club

The Conduit is a collaborative community of people committed to creating a just, prosperous and sustainable future. The Covent Garden members club has hosted several Expert Impact events.



Social
Enterprise UK

Social Enterprise UK

We are part of the Social Enterprise UK (SEUK) family, which is the UK's membership body for social enterprises.

Clodagh
O'Reilly

Clodagh O'Reilly

The founder of Social Enterprise Solutions Ireland, Clodagh was our Irish partner, sourcing social enterprises for our mentoring service. Our thanks to Clodagh for the support she provided to many of our Irish mentees.

Many thanks to our many friends who have supported our work including:

Hatch
TERN
Acumen

WONDR
Mishcon de Reya
Belu

CONTACT US

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

Sponsor – If you would like to sponsor an aspect of Expert Impact Mentoring Programme, please contact: mentoring@expertimpact.com

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: mentoring@expertimpact.com

Get Support – If you're the leader of a social purpose organisation and would like to discuss any of your challenges with one of our mentors please apply here: www.expertimpact.com/apply

Book a speaker – If you need an impactful speaker for your next event, please contact us at: venita@expertimpact.com