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IMPACT REPORT 2017



WILDHEARTS COMPANIES CREATE GLOBAL SOCIAL CHANGE

200,000
lives transformed
£5,000,000
invested



Mick Jackson with microfinance clients in Malawi

At WildHearts we believe that business must be a force for good. Indeed, with its immense resources and talent, it is uniquely placed to achieve this.

To that end we create companies that make it easy for organisations to create positive social change - simply by utilising their existing spend. Our impact is driven by the profits from those businesses.

Our business-like approach continues into how we deliver impact through our Foundation. In the developed world we champion social mobility; in the developing world we champion financial inclusion and education equality. Both are inspired by the knowledge that the human spirit will thrive in the right environment.

WildHearts has grown rapidly over the past few years and I am honoured that we are now recognised by SEUK as the pre-eminent B2B social business in the UK. It is a role we take very seriously. Our passion is to inspire companies to re-imagine their place in the world.

Why is this so important? The world is changing. Corporates are being judged by more enlightened standards than before. The ones who will thrive and remain relevant are the ones who will play their part in addressing humanity's most pressing challenges.

WildHearts aims to be a worthy partner in helping our customers make a significant positive impact.

This report - every number and smiling face within it - is a direct result of a decision to get involved by either a CEO, procurement or HR professional, outstanding teacher, inspired pupil or corporate Micro-Tyco. WildHearts' growing impact is a result of their decision.

They have my deepest and enduring gratitude.

DR MICK JACKSON | Founder | WildHearts

WildHearts companies fund the work of the WildHearts Foundation

Our Companies

WildHearts Office
B2B Office Supplies Company

WildHearts Horizon
Our newly launched Document Management business

Micro-Tyco for Corporates
Corporate entrepreneurial training



Our Impact

Social Mobility
Free entrepreneurial education for UK young people

Financial Inclusion
Microfinance loans to poor female entrepreneurs

WildHearts' Portfolio of Events
Events that inspire, educate and connect

Education Equality
Championing education equality across Sub-Saharan Africa



The WildHearts Group have firmly established themselves as the pre-eminent B2B social enterprise in the UK.

PETER HOLBROOK | CBE | Chief Executive | Social Enterprise UK

NUMBERS WE'RE PROUD OF FROM **2017**

WildHearts Office

100%

of profits donated to the WildHearts Foundation (Registered Charity SC037072)

WildHearts Office

22%

growth in turnover

WildHearts Foundation

98%

of WildHearts Foundation funding was applied directly to its charitable objectives

WildHearts Foundation

100%

of money created by Micro-Tycos invested in WildHearts' Microfinance projects

Micro-Tyco

5,625

young people trained in entrepreneurial education

Financial Inclusion

60,839

lives transformed via our global Microfinance projects

Education Equality

20,000

school starter packs sent to school children in Malawi

WildHearts Portfolio of Events

2,772

people reached by our portfolio of 'Business for Good' events



Why WildHearts Champions Social Mobility

The UK is one of the least socially mobile countries in the developed world. All too often your success in life is determined by the postcode you were born in:

- » In poor areas, 25% of young people are NEET* by age 16 compared to only 1% in more affluent areas.
- » Young men who are NEET are 3 times more likely to suffer from depression, and 5 times more likely to have a criminal record, than their peers.
- » Unemployment and low skills are one of the biggest drivers of poverty. They exacerbate homelessness, drug and alcohol abuse, child neglect, crime, health problems and poor educational performance in children.
- » Teenagers from the most disadvantaged areas of the UK are four times less likely to apply to university than their peers from more affluent areas.
- » High youth unemployment is costing the British economy £45bn per year.

The consequences of this are severe. In 2015 1.25 million people, including 300,000 children, were destitute (lacking food, shelter or basic necessities). In less than 5 years it is expected that 37% of children in the UK will be living in poverty. **Our society is going backwards.**

*Not in education, employment or training.

(Sources in order of appearance: State of the Nation 2017; Social Mobility in Great Britain, UK Government, 2017; Audit Commission, 2010; Joseph Rowntree Foundation, 2016; UCAS Data, 2016; PWC, 2016)

How We Address This

WildHearts is committed to addressing social mobility in the UK. We raise the aspirations of all our young people and help those from poorer backgrounds into employment. Micro-Tyco and its unique combination of Inspiration, Knowledge and Networks, is our flagship programme for delivering this. The evidence for its success is clear;

- » Education and skills are the biggest factors in predicting whether individuals are likely to experience poverty.
- » Young adults who experienced employment activities while at school were five times less likely to be NEET and earned, on average, 16% more than peers who recalled no such activities.
- » Overwhelming evidence shows that employment gains are due to enhanced social capital and career knowledge rather than enhanced employability skills.

Micro-Tyco is a multi-award winning entrepreneurial education programme that transforms lives. It is the only initiative of its kind to win the Social Innovator Prize from Babson College, the world's top school for entrepreneurship.

Micro-Tyco is free for all young people across the UK.

(Sources in order of appearance: Joseph Rowntree Foundation, UK Poverty Report, 2017; Ofsted, 2010; Understanding Employer Engagement in Education, 2014)



MICRO-TYCO - OUR IMPACT

The 'Micro-Tyco Method' is so effective at producing inspired, entrepreneurial thinkers that it has also been adopted as a training programme by corporates across **22** countries.

Micro-Tyco Highlights 2017



We provided free entrepreneurial education to 5,625 young people across more than 180 schools. Free delivery of Micro-Tyco is made possible thanks to our WildHearts Office and Micro-Tyco corporate customers.



We worked with companies such as Deloitte, Johnson & Johnson and Interserve to tackle social mobility and help young people from poorer backgrounds into employment.



We launched our Micro-Tyco Excellence Award in partnership with the Babson Social Innovation Lab. This award is exclusive to Micro-Tyco and recognises participants' entrepreneurial excellence.

WILDHEARTS EVENTS HIGHLIGHTS

Our events are designed to inspire, educate and connect our network of schools, universities and companies. In 2017, over 2,772 people benefited from WildHearts events globally.



Global Entrepreneurial Leaders (GEL) Summits

Our Global Entrepreneurial Leaders (GEL) Summits are our annual flagship event. They bring together some of the world's leading Corporate, Social and Founding Entrepreneurs to celebrate the power of entrepreneurship as a force for positive change.

This year's Edinburgh and London GELs, were watched via our Facebook Live Stream by over 2,000 people. Speakers also presented live from New York and Noida, enabling us to celebrate 'Business for Good' with a global audience.



Master Classes

Our Master Classes connect our network to world-leading entrepreneurs and Chief Executives, providing them with a unique mentoring and networking experience.

In 2017, we held 5 Master Classes across Geneva, London, Glasgow and Edinburgh, featuring 'Masters' such as Josh Bayliss, CEO of the Virgin Group, Lucinda Bruce Gardyne, Founder and CEO of Genius Foods Ltd and Mark Hicken, Managing Director UK & Ireland of Janssen.



Future Talent Forums

Our Future Talent Forums provide school pupils, students and young professionals with Micro-Tyco's three key components - inspiration, knowledge and networks - whilst connecting companies to the talent of the future.

This year we held Future Talent Forums in partnership with Barclays, Johnson and Johnson and the University of Leeds. Each event featured unique interactive workshops, providing students with CV, career and interview advice.



Why We Champion Global Financial Inclusion

75% of the world's women are excluded from all forms of banking and credit. Due to their economic status women endure such violence that there are more women missing today than all the men killed in all the wars of the 20th century. It is the moral crime of our age. We all pay the price for this 'financial apartheid'. In countries where girls are uneducated and women marginalised, chaos and fundamentalism are rife and poverty seemingly intractable. This is no coincidence.

Remarkably, when microfinance started in the developing world it was the poorest women who proved themselves to be the most reliable recipients. Furthermore, studies have shown that a woman is more likely to spend her income on nutrition, education, medicine and housing for her family. As a result, investing in women transforms whole communities.

(Sources in order of appearance: UNCHS, 2009; New York Times, 2009; UN, 2009)

That is why over **90%** of WildHearts micro-clients are women. Their example is an inspiration to us all.



WildHearts Microfinance

Our global microfinance projects help our predominantly female micro-clients to set up small businesses and work their own way out of poverty. Our clients are provided with business and financial training, ensuring they have the necessary skills and resources to run their businesses sustainably. We work with carefully selected partners who share our vision and demonstrate innovative practices in alleviating poverty through financial inclusion.

Microfinance Highlights 2017



Due to our continued growth, we will be expanding into Zimbabwe and Zambia in 2018, taking our global microfinance reach to over 40 countries across 5 continents.



This year we expanded into Malawi and India. Our microfinance fund also grew by 12%, enabling us to fund over 13,000 micro-loans and transform 60,000 lives over the last year alone.

We fund microfinance in India with our operational partners Milaap and in Malawi with our operational partners MicroLoan Foundation.

We also continue to fund innovative approaches to tackling poverty. This year we invested in food security programmes in Malawi, training our micro-clients in the best agricultural practices. This proved so successful that clients produced 120% of their family's annual food needs. They were then able to further supplement their income by selling the excess at market.

How Our Work Contributes to the UN Sustainable Development Goals

90%

of consumers believe that businesses should address the SDGs

70%

of businesses plan to embed the SDGs in the next five years

Over 50%

of the SDGs can be fulfilled when your organisation works with WildHearts



EXAMPLES OF BUSINESS FOR GOOD

WildHearts is a movement of peers who share the vision of business as a force for good. Our work is funded by our corporate customers. Here are some examples of what we achieved with our partners this year.



SUSTAINABLE DEVELOPMENT GOALS



Barclays Take Micro-Tyco Global and Host our 2017 London GEL

Barclays hosted the 2017 Global Entrepreneurial Leaders Summit at their London HQ. The event was live streamed globally, enabling us to welcome speakers and audiences from New York and Noida. Speakers included Elizabeth Nyamayaro, Head of the UN's HeForShe initiative, Jes Staley, CEO of Barclays and Ian Walker, Director of Global Community Impact at Johnson and Johnson.

Through our partnership with Barclays, we continue to expand globally. Barclays are the Micro-Tyco world record holders with over 600 employees across 12 countries having participated to date.



Addressing Social Mobility with Deloitte

Through Micro-Tyco, over 150 students from low socio-economic backgrounds won work experience at Deloitte this year. This is a key step to securing apprenticeships at the firm.



WildHearts Led Debate on Corporate Procurement

WildHearts lead the plenary session on Corporate Procurement at the Social Enterprise World Forum. This is the largest event of its kind with over 1,600 delegates from 32 countries gathering to support the growth and development of social enterprises globally.



International School of Geneva Awarded Micro-Tyco Excellence

Following the launch of our Micro-Tyco Excellence Award, 6 students from La Châtaigneraie (International School of Geneva) won the award, receiving recognition from Babson College.

Thanks to the continued support of students and Ian Smith (Head of Year 9) at La Châtaigneraie, we hosted a Micro-Tyco Master Class at their school in Geneva featuring Josh Bayliss, CEO of the Virgin Group.



Johnson & Johnson Inspire, Educate and Connect Future Leaders

Johnson & Johnson partnered with WildHearts to hold a Future Talent Forum in Leeds. The event provided young people with career tips and advice, on the healthcare industry and the wealth of career opportunities available.

#Lovetolearn



WildHearts and OfficeTeam Champion Gender Equality

Thanks to our partner OfficeTeam we launched our 'Love to Learn' programme. Love to Learn aims to champion education equality by giving girls as well as boys access to education. Over 20,000 school packs were shipped to Malawi, packed by over 400 UK school students.

OUR AWARDS & ACCREDITATIONS



Social Enterprise UK

WildHearts Office and WildHearts Horizon are certified members of Social Enterprise UK, the national body for Social Enterprise. WildHearts have partnered with SEUK to enable companies to "Buy Social" and add social value to their supply chain.



Deloitte Super Pioneer Status

WildHearts has been awarded Deloitte Super Pioneer status. Selection criteria is based on demonstrating excellence in delivering employability training.



2016 Regional Award Winner

EY Entrepreneur of the Year

Awarded to WildHearts' Founder for our excellence in delivering positive social impact at home and abroad through business.



Social Enterprise Awards

WildHearts Office were pleased to win the Independent on Sunday's Social Enterprise Award, in a UK-wide public vote.



Business in the Community

WildHearts is a certified member of Business in the Community, The Prince's Responsible Business Network.



Babson Social Innovator Prize winner

WildHearts is the 2nd ever recipient of the prestigious Social Innovator Prize from Babson College, Boston, the world's number one school for entrepreneurship. This was awarded for WildHearts' innovative approach to addressing financial inclusion and entrepreneurial education both domestically and globally through Micro-Tyco.