

Name of your organisation	<b>CodeBrave</b>
Date of TFN event which you pitched at	05/10/2023
Name of the project TFN funded	CodeBrave Organisational Development: Scaling impact long term
Were you able to undertake your project as you outlined in the application?	Yes
Can you describe and/or demonstrate the specific impact that TFN funding has had against your initial objectives?	<p>Our aim was to use TFN funding to help us build a sustainable business model. We recruited a business development lead to increase our self-generated revenue. With this additional capacity in the team we were able to create the following impact:</p> <ol style="list-style-type: none"> <li>1. Private Tutoring: Our original focus was to scale CodeBrave Tutors, our private tutoring social enterprise. After exploration, we found that marketing efforts were not successful without large investment (it's a competitive field) and our best bet was to reduce fixed costs by employing a more junior dedicated part-timer customer liaison officer and grow our client base by relying on organic referrals.</li> <li>2. Contracts for Private Schools: Eastwood Kfarshima has contracted us in two consecutive years, expanding our contract from \$13,000 to \$30,000 to teach Grades 1-12. We are currently in discussions with two other private schools to duplicate this model, including New English school in KSA.</li> <li>3. Contracts for INGOs: We have secured service contracts totaling more than \$103,000 with LFPA &amp; Malala Fund, World Vision, CG Fund, Heart of Lebanon, Bedayati. We've adjusted our pricing approach to include a 30-50% surplus margin on service contracts (using a lower margin for higher impact projects)</li> <li>4. Corporate Workshops: McKinsey and Total Energies have contracted us to train 250 of their staff, generating \$8,560 in revenue. Focus on service contracts:</li> </ol> <p>Through this approach a 214% increase of self-generated revenue from the previous year.</p>
What portion of the project did TFN fund?	52%
How many direct beneficiaries did the TFN funded project reach?	1,835
How many indirect beneficiaries did the TFN funded project reach?	as above
Were you able to leverage further funding as a result of TFN support?	Yes

If yes, how much were you able to raise and from whom?	As mentioned above
Did you receive any pro-bono support, volunteer offers or introductions as a result of the event?	Yes
If yes, please can you provide details of the support you received?	We connected with Susan Johns for some advice on fundraising
How important was TFN funding in helping you achieve your objectives?	We would have found it difficult to achieve our objectives without TFN funding
Has the training you received from TFN better prepared you in pitching your organisation to potential funders?	Yes
Has TFN increased your capacity to raise further funds?	Yes
Can you tell us any personal stories to highlight the value of the project?	See stories here: <a href="https://codebrave.org/blog/">https://codebrave.org/blog/</a>
Since presenting at TFN, has your organisation undergone any other significant changes?	We are projecting that we'll have increased our annual revenue from £320k in FY24 to approximately £700k in FY25. This has allowed us to refine our strategy, and put us on track to reach 3,500 students this year through our two modalities: our 'Direct Teaching' program, where CodeBrave Teachers teach students directly, and our 'School Upskilling' program, where we train existing school teachers to deliver CodeBrave's curriculum. However, the escalating conflict in Lebanon has meant that we have had to pivot our approach to an emergency education. Our stronger financial position has been instrumental in helping us to pivot rapidly.
Do you have any other comments or feedback on the experience of the TFN process?	The TFN process has been incredibly valuable to us. In particular, we really appreciated Eugenie and Ines' support on Ambassador strategy and our One-Pager.