

TFN Impact Report

Name of your Organisation:	Lemonade
Name of the project TFN funded:	Lemonade
Date Funded by TFN:	15/01/2019
Were you able to undertake your project as planned?	Yes
If no, please outline how the project has changed.	
Can you describe and/or demonstrate the specific impact that TFN funding has had against your initial objectives?	TFN's funding has been significant in helping us to achieve our initial objectives, such as designing and running a pilot programme with a school, Oasis Academy South Bank. Our four month programme aims to support and inspire our cohort of nine students to engage with their mental health and wellbeing. Prior to starting the programme, we worked closely with the Deputy Head and Pastoral Lead to identify participants for Lemonade and have since developed a strong partnership with the school. In the lead up, we also conducted a research project to feed insights into our service design. This involved conducting several in-depth interviews with professionals in the health, education and youth sector within and outside of the school's borough. Our research grew our knowledge of both clinical and non-clinical interventions, and how we could add value. Our cohort is predominantly made up of those students who have been turned away from clinical support due to not being deemed "severe enough". The programme is comprised of a series of one to one sessions and creative group workshops. Through all of our sessions, we create a safe, open atmosphere where we invite feedback on an ongoing basis - anonymously in group sessions and directly in one to ones. This has been incredibly helpful in guiding our approach, allowing us to adapt and iterate our sessions to best support the students. Three months into the programme, we've already seen our students making progress and received some very encouraging feedback including the following: In a group who did not have relationships with each other previously, it's been great to hear the following feedback about workshops: <i>"I like how everyone was together and united"</i> <i>"I had a lot of fun, I enjoyed interacting with new people"</i> <i>"We got the chance to really speak our minds..."</i> <i>"I felt free to input my thoughts and ideas"</i> <i>"It helps me to feel confident as I don't feel confident in class"</i> And feedback following one to one sessions:

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	<i>"I have the chance to explain how I am feeling"</i> <i>"I now want to build mindfulness into my routine"</i> <i>"I have been communicating more with other people and want to try to be kinder to myself"</i> Running a comprehensive programme across a period of time has given us the opportunity to test both the delivery model and the different elements of our content. In 2019, we also received training and certification in Youth Mental Health First Aid as a result of donated places from the TFN event. Additionally last year, we worked in partnership with a social enterprise, Fat Macy's, who train and support young adults in temporary accommodation to work in the catering industry. We ran a series of wellbeing and personal development workshops working with two cohorts of Fat Macy's trainees. Running these sessions enabled us to test various content with young adults outside the education sector, including sessions on identity and how to incorporate wellbeing into goal-setting. Alongside this work, we encouraged and supported the Fat Macy's team to embed further touchpoints into the programme to improve engagement with wellbeing. We built positive relationships with participants across a short space of time and received feedback such as: "I never knew that I would have enjoyed this experience with other people I haven't spoken to before, and I know that now we've built a relationship" In 2020, we aim to continue to build more partnerships. We currently have two projects in the pipeline in the education and health sector, which we believe will enable us to further test our delivery model and expand our reach.
What portion of the project did TFN fund?	30%
How many direct beneficiaries did the TFN funded project reach?	24
How many indirect beneficiaries did the TFN funded project reach?	Unknown
Were you able to leverage further funding as a result of TFN support?	No
Did you receive any pro-bono support, volunteer offers or introductions as a result of the	Yes

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event?	
If yes, please can you provide details of the support you received?	Introductions to those working in the education and health sector
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
How important was TFN funding in helping you achieve your objectives?	We wouldn't have been able to achieve our objectives without TFN funding
Since presenting at TFN, has your organisation undergone any other significant changes?	Our work in 2019 has helped us refine our focus of support towards improving young people's overall engagement with their mental wellbeing, and we have shaped our measurement framework accordingly. This involves helping young people to build their willingness to try new ways to manage their mental wellbeing, learn emotional skills and develop their sense of self. Alongside this, we are developing our business model to explore additional revenue streams so we can ensure our support is sustainable. This includes scoping opportunities to work with companies to move mental health up the agenda, which we are excited to test this year. Taking into account our learnings from 2019, we are now aiming to expand our work into the health and community sectors to test alternative delivery models.
Do you have any other comments or feedback on the experience of the TFN process?	We really valued the opportunity to pitch publicly at TFN. It helped us to consider early on our values as an organisation, what we were trying to achieve and how to tell our story to the public. The format and excitement of the event received brilliant feedback from colleagues and friends. The innovative approach to raising funds and inspiring format was particularly noted. We really enjoyed the TFN event and were grateful for the experience - thank you again!
Can you tell us any personal stories to highlight the value of the project?	Ongoing feedback from the students participating and staff we've been working with has been very positive. We were asked by a young person participating in our pilot programme after only two interactions with us whether Lemonade could continue for the rest of his years at school. To know that someone is finding value in our support, feeling a sense of trust in us and a sense of belonging is really

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	rewarding. We've intentionally used local community, green and creative spaces to run our workshops in. Taking young people out of their usual school environment and into new and interesting places has boosted engagement considerably: <i>"I found being in a different environment helped me get out of my comfort zone and try new things"</i> <i>"It's fun to feel more free"</i> Following the offsite sessions, we heard in one to ones how being outside of school helped to spark enjoyment and learning, and make the experience more memorable. Since running our pilot programme with the school, we have garnered interest from various health and education sector organisations who have interest in collaborating with Lemonade on future projects to help their young people engage with their mental health.
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