

TFN Impact Report

Name of your Organisation:	PressPad Limited
Name of the project TFN funded:	Digital Host Mentorship Pilot
Date Funded by TFN:	9/26/2019
Were you able to undertake your project as planned?	No
If no, please outline how the project has changed.	<p>Due to the pandemic, PressPad's face-to-face work had to be put on hold (the roadshow we had planned to fund with additional funding from TFN). We continued the development of the website and spent the £4,600 budget and used the rest of the funds raised (£3,800) towards additional development build costs, and towards adapting the platform and procedures to new post-pandemic requirements. The work is now nearing completion and we are about to relaunch PressPad as a fully digital host-mentoring platform - from registration of interest to remote safeguarding house checks and DBS verification for hosts to tracking the progress of those we help.</p>
Can you describe and/or demonstrate the specific impact that TFN funding has had against your initial objectives?	<p>The money received enabled us to deliver the initial build and adapt to the requirements expressed by interns, hosts and newsrooms. The pandemic meant that internships could not take place, and our first build could not be tested. After a few months, we reached out to our stakeholders and started planning for the post-pandemic world; We aim to launch the MVP (minimal viable product) for our digital pilot host-mentorship programme in May 2022. Surviving the pandemic financially as well as building for the future has been incredibly tough but we look forward to being able to contact news organisations now to discuss sponsorship and contracts for the relaunched scheme.</p> <p><u>Geographic scope</u></p> <p>The digital infrastructure will enable us to sign up hosts all around the UK, vastly increasing the scope of our impact which was a large part of our original objective as we believed that current socio-economic support for the media was too small and competitive therefore only really reaching those already fortunate enough.</p> <p><u>Positive/Negative or Unexpected Outcomes</u></p> <p>One unexpected but positive result of a very unexpected worldwide pandemic was our pivot to provide remote training and networking opportunities through our PressPad Remote programme, and the formation and incorporation of a sister charitable foundation, The PressPad Charitable Foundation, which in its first year was gifted money raised through crowdfunding from PressPad Limited, the social enterprise, and accepted donations from The Duke and Duchess of Sussex's Archewell Foundation and the Daily Mail Group. This has meant that we now run more than our host-mentorship programme and also provide PressPad Remote programmes which we are currently looking to develop into a completely free library of resources. We expect with the opportunities and position of this social enterprise and</p>

	<p>charity approach to our mission to be able to launch new projects in due course.</p> <p><u>Staff size</u></p> <p>We also were able to take on between 2-6 kickstart apprentices over the course of 12 months variously which we felt was an example of how we live our values as an organisation, providing work for those who otherwise would not be able to experience working at a social enterprise or for a tech for social good start up.</p> <p>We also set up a new sister charitable foundation in February 2021, which does not run the host-mentorship scheme but administers the PressPad accommodation bursary fund - as well as provide pass-on funds and advice to niche media diversity groups and free training and networking for those from non-traditional backgrounds. The charity has one fixed-term PAYE employee and several freelancers working on it as well as a board of five trustees (which we are looking to expand). You can find our new website (due to be formally launched mid-March) here.</p> <p><u>Impact Measurement</u></p> <p>The best way of measuring impact will be to see the results of our new digital platform (not yet launched). We'd gladly book in a follow up meeting to give a demo of the site and, by the end of our first financial year of trading (in March 2023) share the number of interns we've hosted via the new online platform. And of course the other best form of impact are the stories and testimonials from our interns which we were able to host right up until February 2020 when Covid began, which we have included in the form below.</p>
What portion of the project did TFN fund?	10%
How many direct beneficiaries did the TFN funded project reach?	20
How many indirect beneficiaries did the TFN funded project reach?	400
Were you able to leverage further funding as a result of TFN support?	Yes
If yes, how much were you able to raise?	<p>Yes, we were able to continue as an organisation and launch a successful crowdfunding campaign in both December 2019 and December 2020 leveraging financial assistance from our supporters in the tune of £60,000 as revenue (although there were some costs to running the crowdfunders and the rewards we offered). We were also chosen as a Future of News Grantee (DCMS, NEST, BGV run scheme) at the start of 2020 and received £40,000 in funding through that. We used this on our Covid-pivot programme, a remote scheme of support, advice and training called PressPad Remote.</p>

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 received a few offers of help in the form of free office space, and we were approached by a couple of others for follow up conversations but that communication petered out after the Covid pandemic started. We plan now we have survived the pandemic as an organisation to reach out to those individuals again.
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?	Yes. We've split our organisation into two after we were able to access the right governance structures and support to do so. The social enterprise (with asset lock) is a company limited by shares and a tech for social good start up and will run the relaunched digital host-mentorship platform from May 2022. This is separate but works alongside the newly created (Feb 2021) PressPad Charitable Foundation which is registered with the Charities Commission and has Alexandra Shakespeare, Darshan Sanghrajka, Marcus Ryder, Olivia Crellin and Frank Starling.
Do you have any other comments or feedback on the experience of the TFN process?	The TFN process was brilliant: the resources and support we were given in an incredibly efficient timeframe to write and improve upon our pitches (a vital skill in the world of fundraising and social good start ups) were first rate but above all the excitement and confidence that the fundraising event itself imbued was invaluable. For someone who had sat with a small voluntary team plugging away to make a dream a reality, seeing the faces and answering the questions of supportive strangers who believed in what we were doing too was a massive boost that has bolstered us in the short and long term - in fact right the way through the pandemic!
Can you tell us any personal stories to highlight the value of the project?	The pandemic hit in February/March but between The Funding Network event in September and the moment we suspended all our services for health-reasons, we were able to host the following ten young people and make their internship plans possible: Narzra Ahmed,

	<p>Thomas Taylor, Robbie Robertson (2019), Narzra Ahmed (for the second time), Susanna Rogerson, Georgia Dossis, Sarah Wood, Amelia Jansson, Lucy Bacon, Ayden Green (2020). We had another 10 booked in whose host-mentorship we had to cancel because of the crisis.</p> <p>Narzra, who we hosted multiple times, wrote a blog for us in 2018 and appeared in our 2020 December crowdfunding campaign video. She spoke to Positive News at the time to tell them how much PressPad had made a difference in her life and start to her career: “I have been dreaming of becoming a journalist most of my life but this time last year I was becoming really scared it would never happen. The problem was I didn’t know anyone in London that I could stay with. I realised there was no way I could afford to do work experience without that. I didn’t know anyone in journalism before I found PressPad and I was really worried it was going to hold me back. Now, I feel so much more confident that I’m going to make it as a journalist.” Narzra is now the overnight showbiz reporter for Express.co.uk. You can read Narzra’s 2018 full blog here: https://www.positive.news/uk/crowdfunding-bid-to-tackle-elitism-in-journalism-by-helping-media-interns/</p>
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