

TFN Impact Report

Name of your Organisation:	Design Clubs CIC
Name of the project TFN funded:	After School Clubs
Date Funded by TFN:	21-Mar-19
Were you able to undertake your project as planned?	No
If no, please outline how the project has changed.	<p>Our aim was to enable 30 volunteer-led after school Design Clubs in 2019-20, reaching 300 children aged 9-13 from diverse backgrounds. We planned for 50% of clubs to run in deprived areas.</p> <p>But, despite targeted outreach and onboarding, the number of after school clubs which started in April and September 2019 was lower than we'd hoped. In October, 6 months into the project, we ran a survey to find out what was blocking aspiring mentors from starting a club. People mentioned lack of head space to sort things and inability to commit to a term. We blogged about this here: http://bit.ly/dc-ways-to-run-a-club. At the same time, we had a growing group of volunteers in London who were successfully establishing and running Design Clubs at the weekend.</p> <p>We realised that for many design professionals, the weekend is a more convenient time to run design thinking activities with kids. We also realised that standalone weekend Design Clubs provide the perfect "dip-in" learning opportunity for first time mentors who aren't sure if they're ready to commit to a 10 week after school club. This new understanding has prompted us to pivot and broaden our delivery model.</p> <p>In the past three months we've developed new support and guidance for people wanting to run weekend clubs. We now see weekend and after school clubs as part of the same ecosystem, supporting and feeding into each other.</p>
Can you describe and/or demonstrate the specific impact that TFN funding has had against your initial objectives?	<p>Since April 2019, Design Club volunteer mentors have run 22 after school clubs and 13 weekend clubs. We've reached approximately 480 children in the UK. 10 of our school clubs have run in schools with a higher than average incidence of free school meals (England & Wales) or where the majority of children live in an area identified as deprived (Scotland).</p>
What portion of the project did TFN fund?	50%

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How many direct beneficiaries did the TFN funded project reach?	480 kids aged 7-17
How many indirect beneficiaries did the TFN funded project reach?	40 volunteer mentors
Were you able to leverage further funding as a result of TFN support?	Yes
If yes, how much were you able to raise?	Yes. We were able to build on our TFN proposal and shape our funding application to Mozilla Foundation, where we raised an extra £4,000.
Did you receive any pro-bono support, volunteer offers or introductions as a result of the event?	No
If yes, please can you provide details of the support you received?	
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?	No
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?	No, the organisation hasn't gone through significant changes. However, we've learned and improved the way we deliver on our mission.
Do you have any other comments or feedback on the experience of the TFN process?	The whole process, from application to training to pitching, was a great experience for us as a startup social enterprise. The TFN team was wonderful to work with and really supportive. We blogged about it here: http://j.mp/dc-tfn-experience
Can you tell us any personal stories to highlight the value of the project?	WE'RE SUPPORTING NEURODIVERSITY: Bianca, lead mentor at Design Club, CoderDojo Ham, described how one boy was reluctant to join in when his friends were writing down ideas. She asked him if he'd like to draw his ideas instead and he jumped at the chance, and became very engaged in the process. Afterwards, his mother came up and thanked her. She said her son was dyslexic and often got left out of project-based activities because

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	<p>kids were expected to write. She was really happy he'd been given the option to express himself in a different way.</p> <p>WE'RE CREATING A UNIQUE COMMUNITY OF PRACTICE FOR DESIGN PROFESSIONALS</p> <p>Rocio, a young UX/ UI designer based in London has never mentored before but was encouraged by another mentor to start volunteering with Design Club. She now volunteers regularly at weekend clubs. She says 2019 was "a terrific year for self-development, discovery and learning" and that Design Club helped her "overcome my fear of public speaking and improve soft skills in communication and leadership, as well as get a deeper understanding of design thinking." She tells her story in a blog post and describes how mentoring with Design Club is a win-win activity: "It's important to stay motivated and contribute to the volunteer community but also to achieve your personal goals. The Design Club community care about that, too. You can earn experience and gain visibility in your professional career, and create real work experience to add to your portfolio."</p> <p>Mentors' posts on LinkedIn show how their skills develop alongside the children:</p> <p>Anne Stevens, Director of UX research, Culture Trip: https://www.linkedin.com/posts/amtstevens_ux-designthinking-stemambassador-activity-6640200211677483008-3kv8</p> <p>Bianca Hollis, design thinking facilitator: https://www.linkedin.com/posts/bianca-hollis-732ab94_coderdojo-designthinking-activity-6631981861268709376-ORsr</p>
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