

Report back to The Funding Network

1. Name of your organisation and date funded by TFN:

Startuponline Ltd (Startup)

2. What was the project you sought funding for from TFN?

What are its aims and objectives? Have these changed since receiving TFN funding?

The Startupnow for Women project to support women leaving the criminal justice system with Life Skills, training, business advice and peer mentoring in order to divert them from offending.

3. Were you able to do this work as you described it in your application and presentation?

Yes

No

What evidence do you have for the success or failure of the funded project?

Yes the contribution from TFN contributed to the refurbishment of the Elizabeth Street Enterprise Centre. It enabled Startup to deliver successful peer mentor 'hands on' workshops at the centre, allow new clients access to a dedicated business adviser, and successfully delivered a 2 day life skills workshop to young women aged 16-24 at risk of entering the criminal justice system.

4. If you were not able, please explain what happened and why?

Can you quantify any changes? Eg ...expanding number of employees, number of projects, geographical scope.

Not applicable

5. Can you measure, assess or describe the change that happened as a result of this work?

What actual change did the funded project generate? What proportion of the project/work did TFN fund (eg all/x%)?

The funding was awarded to support the development of the Elizabeth Street Enterprise Centre by contributing to office furniture. The contribution of £5029.69 went towards the refurbishment of many of the rooms within the centre to enable Startup to deliver its programmes. We were able to furnish 2 meeting rooms to a very high standard and an atrium area for Startup clients. Once completed this enabled Startup to deliver a variety of workshops and business advice sessions outlined below:

Life Coaching

Some of the women were nervous and disengaged at first but more importantly many did not have the confidence to speak one to one or as a group. Following a gentle warm up and encouragement, they took part and feedback showed they had found the coaching positive. We noticed significant changes in the way the young women felt about their abilities and

what they had to offer. Some were very low in confidence and struggled to keep eye contact initially, or to say anything nice about themselves. They used phrases such as 'I'm not good at anything' or 'I don't know what job I want'.

However by the end of the sessions the young women had positive things to say about themselves and identified skills they had and thought about how they would like to use them.

Business Advice

The business advice sessions were very interesting as many of the young women had only dreamed of being able to work for themselves but never saw it as a reality. This was mainly because they did not know what they would do as self-employment but also because they did not think they possessed any skill that would make them worthy of becoming their own boss. After this session many felt that they could take this opportunity especially those that had young babies, to develop an idea where they could use their creative skills such as sewing, cooking and jewellery making to earn an income and working around their child's needs too.

Not everybody had an idea but certainly most wanted to have a think about what they could potentially do in the near future.

Floristry Workshop

Women took part in the workshop and enjoyed learning something new. They were all impressed by what they created as Janet gave them a step by step guide on how to create a posy. She allowed

them to choose their own colours and spoke about the types of flowers she had brought along. It brought a lovely calmness to the workshop and offered a time for the young women to hear Janet's inspiring life story and success since leaving prison.

Shea Butter Workshop

Women took part in this workshop and although some thought it would be difficult, all found making a body cream easy. In fact one of the women happily became Roslyn's assistant which was fantastic because this woman did not want to speak up before and identified herself as having depression. Volunteering herself to help Roslyn mix the raw ingredients was a big step for her. Roslyn allowed the young women to choose their scent of their shea butter and they took turns to make up their own sample. One woman who struggled to have a relationship with her mother said she would give it to her mother for her birthday because she can show her mother that she is 'good at something'. It was pleasing to see that a workshop like this could make such a difference to the women that took part. Roslyn shared her life story which was chaotic as a young person growing up but at 55 she was a true inspiration to the women having achieved what she had achieved following spells in prison and a life of drugs.

Christmas Decoration Workshop

The Christmas decoration workshop was delivered just before Christmas and delivered by Peer Mentor Vanessa who runs a craft business and specialises in bespoke handmade decorations. The women attended and Vanessa talked them through how they are carved, made and decorated. She allowed the women to choose their own gems, sequins and material to decorate their decorations. Vanessa spoke about her business and how she set it up, her background skills and passion. She also spoke about her sales strategy and how she reaches out to her customers.

- 6. As a result of presenting at TFN, did you experience any of the following;**
new subscribers to your mailing list
new volunteers to your organisation
further funding from individual donors
further funding from institutional funders
an introduction that benefited your organisation (e.g. to an individual, business or other organisation)
other benefit (please describe)

Startup have not received any of the above following the funding from TFN

- 7. Could you give us an estimate of how many people have been reached by the TFN funded project/work and by how much?** 36 young people aged 18-24 specifically benefited from the support we were able to give after the Centre was furnished. In addition a further 150 clients accessed the centre for various services.

- 8. Can you tell us any personal stories to highlight the value of funding from TFN?**

Chantel – This is a 19 year old girl who attended the life skills course referred by a local hostel. Chantel was a loud girl but lacked confidence and struggled to identify any positive attributes about herself, left school without qualifications but had dreams of opening a night club on the canary islands. After spending time with Chantel she learned to find good things to say about herself and identified attributes she thought she did not possess. Chantel explained she had a job interview with Debenhams that week but during an interview skills session struggled to keep eye contact, could not answer the questions and thought she was ‘rubbish’ in her own words. By the end of the day, Chantel completely turned herself around and completed the tasks with confidence. The following week we saw Chantel again and she managed to secure the job at Debenhams but she also looked the part, Dressed in a skirt, shirt and blazer with her hair neatly done she was an inspiration to the other young women at the hostel.

- 9. Since presenting at TFN, has your organisation undergone any significant change(s) which our donors would be interested to know about (these changes do not need to be related to the experience of presenting at TFN).**

Startup is now a part the London Women’s Consortium which is a group of organisations that work with women in the criminal justice system. LWC have been asked to deliver all women’s services across London as part of the Transforming Rehabilitation agenda starting in 2015. Startup will be delivering the Enterprise part of the consortium whilst the others have their own specialists such as housing, domestic violence and counselling.

- 10. Do you have any other comments regarding TFN funding?**

The TFN event was great fun and the funding is much appreciated.

11. Can you please include any relevant photos or clips that may relate to the project.

Photos of the workshops and Centre

