

**THE ACCELERATOR**  
FROM THE YOUNG FOUNDATION

# ONE

# YEAR

## THE STORY SO FAR OF COHORT 1 (AUTUMN 2012)

Supported by  
**J.P.Morgan**

**OUR VENTURES HAVE:**

**TAKEN ON 5036 MORE VOLUNTEERS**

**HELPED 289,287 MORE PEOPLE**

**RAISED OVER £702,000**

**INCREASED THEIR TURNOVER BY 343%**

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## THANKS

# WHAT IS THE ACCELERATOR?

The Accelerator is a business support programme that helps social ventures find the investment they need to grow and deliver greater social impact. It addresses the ‘missing middle’<sup>1</sup> in the support on offer to organisations looking to scale.

The Accelerator is a four-month taught programme which covers four key areas of expertise: (1) Strategic marketing support, (2) Analysis of customer needs, (3) Financial planning skills and (4) Legal, HR and robust systems development.

We bring together leading sector experts, financial coaches and insight from The Young Foundation to complete a bespoke programme that enables social ventures to reconfigure their business model and be better able to grow.

This document illustrates the progress<sup>2</sup> each organisation from the first cohort has made in terms of organisational capacity, impact and financial growth. Their story is described here by The Young Foundation following in-depth and honest interviews, a quantitative survey and our ongoing monitoring and evaluation work.

**“ I AM DELIGHTED THAT THE YOUNG FOUNDATION HAVE HELPED THIS COHORT TO RAISE OVER £700,000 IN SOCIAL FINANCE WITHIN THEIR FIRST YEAR. IN EVERY CASE STUDY WE HAVE BUILT THIER CAPACITY TO DELIVER AND, MORE IMPORTANTLY, IMPACT POSITIVELY UPON ALMOST 300,000 PEOPLE” ANNA SMEE, DIRECTOR OF VENTURES, THE YOUNG FOUNDATION**

# COHORT 1 - AUTUMN 2012



AGED CARE SERVICE



FUTURE REACH



HUMANUTOPIA



PHILOSOPHY FOUNDATION



YOUNG ADVISORS



DEMENTIA ADVENTURE



BALLOON KENYA



THE GIVING MACHINE



DEMENTIA ADVENTURE



PRAXIS COMMUNITY PROJECTS



DO NATION

# AN INTRODUCTION FROM OUR VENTURES



“Although we began the Accelerator programme in different places, like many of our fellow participants, Humanutopia and The Philosophy Foundation joined in order to gain business support and to grow our ventures and impact.


The focus for each of us was different, but one thing we are agreed upon was the incredible support from the Young Foundation team, the mentors and coaches. We are both in a better place because of them.

We appreciated the experience, interaction and empathy from other colleagues on the programme and the calibre of organisations involved. The shared learning and experience of different ventures on the programme was extremely valuable, and a year on, most ventures are still supporting each other in various ways, even if just a big cheer when one receives funding.

We have both described the Accelerator as a journey – and one that continues after the programme itself. The journey has surprised and challenged us, broadened our horizons and raised the bar of what we can achieve”.

**Carlo Missirian, Humanutopia and  
Emma Worley, Philosophy Foundation**





**“THE TAUGHT CURRICULUM INITIALLY DESTABILISED ME. IT MADE ME QUESTION OUR ENTIRE BUSINESS MODEL. I WAS ASKED TOUGH QUESTIONS ABOUT MY ORGANISATION – FORTUNATELY, THE YOUNG FOUNDATION HAS PUT IT (AND ME) BACK TOGETHER AGAIN.”**

**LUCY HARDING, DEMENTIA ADVENTURE**

# OVERVIEW 2013-2015

# 289,287

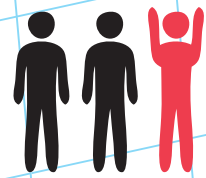


**+275%** new beneficiaries

# 5036

more volunteers

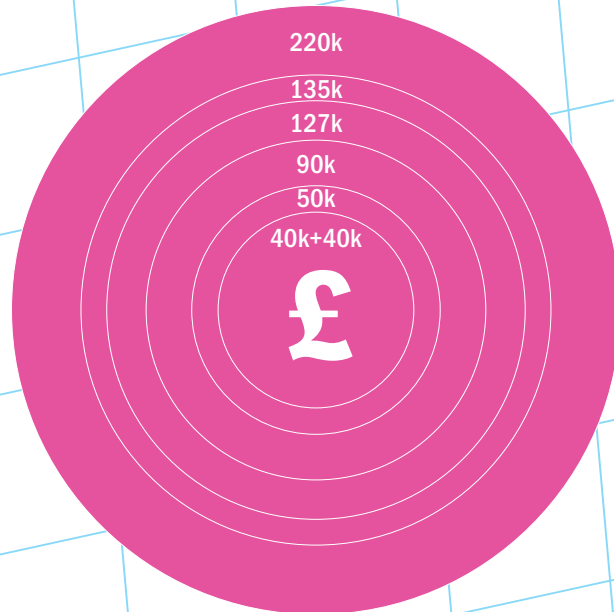
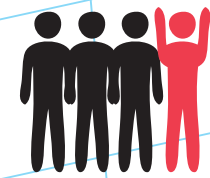
**+150%**



and **11**

more paid staff

**+132%**



and  
**£702k**  
social finance  
raised so far



**£94,905**  
average turnover  
with a total growth of  
**343%**

## SKILL & WILL

Central to the ability of a venture to attract social finance is confidence in the leadership and delivery team. Social investors frequently tell us they look to support great teams who they believe will build great organisations. Within the Accelerator programme we encourage participants to quickly build capacity to enable the delivery of more social impact.

To accelerate the process of team development, we match each social venture to a financial coach, a mentor for strategic advice and a critical friend from the Young Foundation who act as a key advocate for their work in the sector. We invest considerable time in this process, organising evening events and an ongoing mentor network.

**“WE CONNECTED WITH  
A GREAT MENTOR.  
THE CONNECTION YOU  
MADE HAS PROVED  
INVALUABLE.”**

**JOSH BICKNELL,  
BALLOON KENYA**



# CASE STUDY THE PHILOSOPHY FOUNDATION

The Philosophy Foundation raise aspiration and academic attainment through philosophical enquiry in the classroom. They primarily run workshops within secondary schools in England, with 80% of their income being generated through direct contract delivery. Consequently their turnover has grown from £97,327 to £233,591..

One year on from joining the Accelerator they have seen dramatic growth in the number of schools contracting with them for their services and have subsequently grown their staff team from 2 to 13 people, with the majority now working full time. Subsequently, they have reduced the number of unpaid volunteers as many became paid members of staff.

With the support of the Trust Law network, they are also redeveloping their policies to account for their larger core team and growing team of philosophers.

**“WE BENEFITTED HUGELY FROM THE REGULAR ONE ON ONE MEETINGS AND PERSONAL DEVELOPMENT OPPORTUNITIES OFFERED BY MENTOR AND COACH – THEY BECAME OUR CRITICAL FRIENDS PROMOTING OUR WORK TO NEW SUPPORTERS AND SCHOOLS.”**  
**EMMA WORLEY**

FACT FILE	ON JOINING THE ACCELERATOR	IN FEBRUARY 2014
NUMBER OF PAID STAFF:	2	13
NUMBER OF VOLUNTEERS:	9	5
TURNOVER:	£97,327	£233,591
TRADED INCOME:	77%	80%
MENTOR:	SARAH BROWNHILL	
COACH:	MARCUS MASON	

# SOCIAL IMPACT

Each organisation applied to The Accelerator to build their organisational capacity in order to increase their breadth (i.e. reach in numbers) and depth of (i.e. the longer-term outcomes) of their social impact. To enable this, our programme focussed primarily on enabling each venture to better understand and articulate their value proposition and long-term vision of social change (or as our ventures would describe it – their ‘true’ impact). Secondly, we increased their awareness of how different social investors may practically support their work.

A year on from delivery, we can demonstrate a clear expansion in the number of beneficiaries our ventures have reached. This coupled with the increased levels of social finance each organisation has received gives us confidence that we have got the groundwork right.

From our perspective this is the easy bit. Our intent over the next six months is to work with each venture to report on their ‘true’ impact. For cohort one, the initial anecdotal evidence is highly promising. Significant longer-term indicators such as beneficiaries obtaining employment, improved educational and health outcomes and higher levels on community cohesion all indicate a trend towards a much richer, more complex story of social change.



# CASE STUDY YOUNG ADVISORS

Young Advisors connect young people and decision makers. They do this by placing young people within organisations such as Local Authorities and Charities to advise staff members on how to make projects engaging to, and impactful upon, young people.

They train and support each young person through the establishment of a Young Advisor project which is operated at a local level through a social franchise structure, where the host organisation pays a initial fee to establish a Young Advisors project.

Their unique model of decentralised support has allowed them to reach 150,000 additional young people at a time when the youth sector has contracted dramatically. The restructuring of their business away from financing the core charity towards empowering local franchisees has enabled them to do significantly more with significantly less core funding.

Our work developed the efficiency of the charity and enabled them to create a more sustainable future. By successfully contracting their core operational team while expanding their existing franchise model, they simultaneously grew their social impact while reducing overall costs.

**“OUR IMPACT IS REALLY BOOMING AND REVENUES ARE CLIMBING SIGNIFICANTLY NOW, IT HAS JUST BEEN THE TRANSITION WHERE WE WERE NEEDING TO INVEST A LITTLE BIT OF TIME IN OURSELVES TO GET TO THAT NEXT LEVEL.”**

**GARY BUXTON**

FACT FILE	ON JOINING THE ACCELERATOR	IN FEBRUARY 2014
NUMBER OF PAID STAFF:	8	5
NUMBER OF VOLUNTEERS:	18	55
TURNOVER:	£371,462	£277,000 & £1.2M THROUGH TEAMS
TRADED INCOME:	40%	55%
MENTOR: TIM WEST		
COACH: XIAZUAN WANG		



**“WE EXTENDED OUR  
PROFESSIONAL NETWORK  
OF FUNDERS AND THE  
ONGOING PERSONALISED  
SUPPORT HELPED ME  
MAKE THE BEST USE  
OF THESE.”**

**GARY BUXTON,  
YOUNG  
ADVISORS**

## **ABILITY TO SCALE**

The Accelerator supports great people to develop great products. Our belief is that by understanding the market position of each venture through the taught sessions, we can then help each organisation to focus on building the networks which will best serve their business. This makes the most of our bespoke one-to-one support.

Our skill is in introducing people to each other at the right time, and this process requires us to understand the central value proposition each venture offers. At this point we broker considerable private sector expertise in reviewing brand identity, scaling strategy and commercial value. and value.

# CASE STUDY HUMANUTOPIA

Humanutopia create inspirational life-changing courses for young people and adults in schools and their wider communities. They now work in 200 schools and have helped over 150,000 young people. Their approach is to build partnerships with the public, private and voluntary sector that gives young people access to leaders. This helps them to consider their own future journey.

Their ability to scale is centred around their commitment to ensuring that their young people ‘Team Heroes’ are at the heart of their delivery and long term plans. New product lines are therefore built by young people, keeping their delivery model simple and scalable.

**“YOU TOOK A CHANCE ON OUR ORGANISATION. BELIEVED IN OUR TRACK RECORD, OUR PERSONAL PASSION AND OUR DESIRE TO GROW AND DEVELOP A GREAT PRODUCT.”**

**CARLO MISSIRIAN**

FACT FILE	ON JOINING THE ACCELERATOR	IN FEBRUARY 2014
NUMBER OF PAID STAFF:	9	10
NUMBER OF VOLUNTEERS:	10,000	15,000
TURNOVER:	£444,737	£550,000
TRADED INCOME:	100%	100%
MENTOR: JUSTIN HUGHES		
COACH: SEVA PHILLIPS		

# FINANCIAL SUSTAINABILITY

The central purpose of The Accelerator programme was to help each social venture to access the social finance they needed to grow.

On average we helped organisations to grow by 343%. 2 organisations primarily grew through increasing the level of their trading income (Humanutopia and The Giving Machine) while other accessed social finance. On average we helped to generate £702,000 of social finance across 7 organisations with an additional £350,000 of pro-bono support generated.

One organisation from the Autumn 2012 cohort, sadly failed, giving The Accelerator a 90% success rate in terms of business survival, comparing favourably with a 50% average success rate for startups in the UK.

**“WITH THE  
SUPPORT OF THE  
YOUNG FOUNDATION  
WE HAVE  
SUCCESSFULLY STARTED  
SCALING OUR VENTURE  
AND WE HAVE WON THE  
PHILANTHROPIC SUPPORT  
WE WERE LOOKING FOR.”**

**NEIL MAPES,  
DEMENTIA ADVENTURE**

# CASE STUDY DEMENTIA ADVENTURE

Dementia Adventure connects people living with dementia to nature. Through their work they help to alleviate the effects of the disease on the individual and provide a critical support network for their carers, professionals and family members. They are helping to lead a national movement which is changing how dementia is seen.

Over the last year, the organisation has scaled rapidly (an increased turnover of 750%). They have focussed on their original vision of providing nature-based interventions (walks, holidays and training sessions) which have allowed them to directly reach over 1,300 people in the last year. They have received investment from the Innovation, Excellence and Strategic Development (IESD) funding stream at the Department of Health and have received further support to build their central team from two large charitable trusts.

Over the next few years, they will reach over 40,000 people who are directly affected by Dementia and will establish a dedicated Centre so they can work from a solid foundation, continuing to influence and innovate in the field of dementia for years to come.

**“THE PERSONAL NATURE OF THE TEAM MEMBERS AND THEIR UNDERSTANDING OF OUR BUSINESS CHALLENGES AND OPERATIONS HELPED US TO SCALE.”**

**LUCY HARDING**

FACT FILE	ON JOINING THE ACCELERATOR	IN FEBRUARY 2014
NUMBER OF PAID STAFF:	2	4
NUMBER OF VOLUNTEERS:	2	7
TURNOVER:	£21,019	£218,139
TRADED INCOME:	50%	50%
MENTOR: RAVI SAHOTA		
COACH: GIACINTO COSENZA		

# THE YOUNG FOUNDATION WOULD LIKE TO THANK...

The Accelerator would not run without the support of all of the external coaches, mentors, guest speakers and advisors.

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**Deloitte.** J.P.Morgan



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**POWERED BY**



**THE  
YOUNG  
FOUNDATION**  
THINKING  
ACTION  
CHANGE





 **THE  
ACCELERATOR**  
FROM THE YOUNG FOUNDATION

**CONTACT US**

The Young Foundation  
18 Victoria Park Square  
London  
E2 9PF  
United Kingdom

e-mail: [accelerator@youngfoundation.org](mailto:accelerator@youngfoundation.org)  
web: [www.growingsocialventures.org](http://www.growingsocialventures.org)  
twitter: [@YFAccelerator](https://twitter.com/YFAccelerator)  
tel: +44 (0) 20 8980 6263

