

TFN Impact Report

Name of your Organisation:	Cracked It
Name of the project TFN funded:	Cracked It iPhone Repair Academy
Date Funded by TFN:	25/09/2017
Were you able to undertake your project as planned?	Yes
Can you describe and/or demonstrate the specific impact that TFN funding has had against your initial objectives?	<p>Our core objective was to raise funds from the TFN community to enhance Cracked It's capacity to scale. This was to principally involve employing individuals to reduce the burden of day-to-day delivery on our CEO, Josh, in order that he was freed up to work more ON the organisation rather than IN it.</p> <p>We're delighted to say that Funding from the TFN community has allowed exactly this to happen. Individuals have been employed to undertake critical but time-consuming tasks, such as outreach to young people and relationship-building with referral partners.</p> <p>This has meant that our CEO has had a newfound capacity to:</p> <ul style="list-style-type: none"> - Build new corporate partnerships with organisations to host our ex-offender-staffed phone repair clinics in their workplaces. New workplace partners include Deutsche Bank, River Island, The Ministry of Justice, The Ministry of Housing Communities and Local Government, Legal & General and more. - Launch our biggest training partnership to date - with Notting Hill Genesis Housing Association, which will see us work with 50 of their ex-offender/at-risk residents across London. - Open Cracked It's new HQ in East London. As well as a new centre for our core operations, our new HQ serves a hub for training and coaching our fleet of young technicians. - Freshen up our look, with new branding and a much slicker website.
What portion of the project did TFN fund?	40%
How many direct beneficiaries did the TFN funded project reach?	40
How many indirect beneficiaries did the TFN funded project reach?	100
Were you able to leverage further funding as a result of TFN support?	Yes

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<p>If yes, how much were you able to raise?</p>	<p>We were able to leverage a further £10,000 from Deutsche Bank and £21,217 from Notting Hill Genesis Housing Association to contribute towards costs of personnel to support the delivery of our programmes.</p>
<p>Did you receive any pro-bono support, volunteer offers or introductions as a result of the event?</p>	<p>Yes - Adrian Carr: Adrian introduced me to his friend who has supported with introductions to corporates - Tracey Ford: Tracey and I have developed a fantastically supportive friendship, assisting one another with funding applications, impact measurement, identifying new opportunities for our similar organisations and giving one another the moral boosts we each need when our social entrepreneurship journeys get especially tough</p>
<p>How important was TFN funding in helping you achieve your objectives?</p>	<p>We wouldn't have been able to achieve our objectives without TFN funding</p>
<p>Since presenting at TFN, has your organisation undergone any other significant changes?</p>	<p>Aside from the changes listed above, a big milestone is that Cracked It was named Social Enterprise of the Year 2018 by the Centre for Social Justice. We're also Finalists in the running for Children and Young People Now's Youth Justice Awards (winner announced on November 21st!)</p>
<p>Do you have any other comments or feedback on the experience of the TFN process?</p>	<p>TFN's live crowdfunding model is living proof that fundraising can be an exciting, exhilarating and soul-enhancing endeavour. Elements of the process that embodied those highs included:</p> <ul style="list-style-type: none"> - Pitching: It was great to be able to lift the words of the traditional page of a funding application and share my organisation's story on a human level. - Meeting donors face-to-face: It was fantastic to meet others who approached me with such passion for Cracked It after I pitched. To feel so much love and support during a fundraising process was unprecedented for me - and has not since been matched! <p>If I were to give any constructive feedback, I would say:</p> <ul style="list-style-type: none"> - Promote the application process more widely and more transparently. I was approached by the lovely TFN team to apply (and did so hastily!) but the opportunity to apply would have passed me by otherwise - as I know it did many other colleagues in the social change sector!
<p>Can you tell us any personal stories to highlight the value of the project?</p>	<p>We had a fantastic article written about two of our technicians, Jake and Tariq, by Reuters in August. This article does huge justice to the courage they've displayed in wanting to turn their lives around, and the progress they have made towards it through Cracked It. We'd be delighted for TFN members to take a read of the article (or watch the short 60 second bite size video also on the page): http://news.trust.org/item/20180816000052-5s2bv/</p>