

Name of your Organisation:	The Visionaries Education CIC
Name of the project TFN funded:	Hire a Marketing Lead
Date Funded by TFN:	April 2022
Were you able to undertake your project as planned?	Yes
If no, please outline how the project has changed.	
Can you describe and/or demonstrate the specific impact that TFN funding has had against your initial objectives?	<p>We were able to employ Patsy maulcahy as our Marketing Lead for 8 months. She has helped grow revenue streams, embed youth voice in our leadership and continued enhancing our marketing and online presence. Without her we would have very little capacity to uphold our online presence, to build our audience and grow our following.</p> <p>Since joining Patsy has been able to grow our Instagram following by 400 people, our LinkedIn following by about 200 and has considerably improved how professional and engaging our online content is.</p> <p>We have also had more capacity now to improve our case studies, to build a new website and improve our partner marketing channels.</p>
What portion of the project did TFN fund?	100
How many direct beneficiaries did the TFN funded project reach?	1
How many indirect beneficiaries did the TFN funded project reach?	832
Were you able to leverage further funding as a result of TFN support?	No
If yes, how much were you able to raise?	
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?	

TFN IMPACT REPORT



How important was TFN funding in helping you achieve your objectives?	We wouldn't have been able to achieve our objectives without TFN funding
Has the training you received from TFN better prepared you in pitching your organisation to potential funders?	No
Has TFN increased your capacity to raise further funds?	Yes
Can you tell us any personal stories to highlight the value of the project?	Here's an example of a case study Patsy produced, communicating the benefits of our work. We would not have done this had she not been with us.
Since presenting at TFN, has your organisation undergone any other significant changes?	We have lost two staff members, and replaced them with one another. So our team has reduced size. We are also in the process of transitioning to become a charity (from a CIC CLS).
Do you have any other comments or feedback on the experience of the TFN process?	nope!