

## TFN Impact Report

<b>Name of your Organisation:</b>	Year Here
<b>Name of the project TFN funded:</b>	Hiring a Development Director to pilot new arms of our organisation's work, allowing us to reach more beneficiaries and amplify our impact.
<b>Date Funded by TFN:</b>	6/11/17
<b>Were you able to undertake your project as planned?</b>	Yes
<b>Can you describe and/or demonstrate the specific impact that TFN funding has had against your initial objectives?</b>	<p>With TFN's support we successfully hired a Development Director (although in the end we went for the job title "Head of Design"), named Aviv Katz.</p> <p>Aviv previously led the design studio at Innovation Unit, previous to that he worked for Engine Service Design and the Design Council. Aviv is also jury member of the SDN Service Design Award, guest editor of Touchpoint magazine and visiting lecturer at Shenkar College of Engineering and Design.</p> <p>Aviv has worked across four strands of our work – venture development, social innovation consulting, entrepreneurial coaching and new product development.</p> <p>On venture development, Aviv has incubated new ventures such as:</p> <ul style="list-style-type: none"> <li>- SupportEd, preventing vulnerable adolescents from being excluded from mainstream education through mentoring and emotional literacy coaching.</li> <li>- Pomegranate Arts, supporting asylum seekers and refugees by using creative, expressive art classes to help improve their wellbeing.</li> </ul> <p>In terms of consulting, he has led projects for:</p> <ul style="list-style-type: none"> <li>- Hillingdon CCG on the integration of health and social care services</li> <li>- We Are Digital on the establishment of a new digital and financial inclusion innovation unit.</li> <li>- The Living Centre on the impact that they have had in Somer's Town and St Pancras</li> <li>- Soundings and St George on establishing a youth ambassadors group for the regeneration of the Northfields area.</li> </ul> <p>Thirdly, he has coached social entrepreneurs beyond Year Here's Fellows, working with teams at youth charity The Winch and Queen Mary University.</p> <p>Finally, we have begun to develop an Executive Education programme in social innovation – starting in the housing sector. We have held a roundtable event with HACT and are scheduled to run a workshop at their annual conference. We plan to launch the pilot in 2019.</p> <p>Alongside these four strands, Aviv has been heavily involved in teaching service design on the programme and coaching Fellows one-to-one.</p>

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<b>What portion of the project did TFN fund?</b>	50% of Aviv's first year's salary
<b>How many direct beneficiaries did the TFN funded project reach?</b>	17 – This is the number of Fellows and coaches Aviv has worked with directly on specific projects and ventures.
<b>How many indirect beneficiaries did the TFN funded project reach?</b>	Approximately 250 beneficiaries were reached through the projects and ventures that Aviv led/coached.
<b>Were you able to leverage further funding as a result of TFN support?</b>	Yes
<b>If yes, how much were you able to raise?</b>	Aviv's work has allowed us to generate £31,000 in sales revenue.
<b>Did you receive any pro-bono support, volunteer offers or introductions as a result of the event?</b>	No
<b>How important was TFN funding in helping you achieve your objectives?</b>	We wouldn't have been able to achieve our objectives without TFN funding
<b>Since presenting at TFN, has your organisation undergone any other significant changes?</b>	Yes, we have recently hired two key senior members of staff, in addition to Aviv. One of these will lead our ventures work. We are now poised to really grow our venture incubation efforts, with the support of some new funders.
<b>Do you have any other comments or feedback on the experience of the TFN process?</b>	The TFN community is fantastic and you continue to be a very special partner for us.
<b>Can you tell us any personal stories to highlight the value of the project?</b>	Aviv was my mentor during the venture lab of my fellowship and I can definitely say that his contribution and support were paramount and pivotal in the creation and launch of SupportEd. From the beginning he supported me to be methodical about my approach, developing a clear plan and strategy on how to carry out research and analyse my findings as well as how to start creating ideas and assumptions rapidly in order to test them and gain feedback fast and effectively. Aviv helped me throughout the process, being my sounding board, my "co-founder", my critic but most importantly my trusted advisor, patiently and consistently making time to support me in creating my venture and in streamlining my thinking whenever I felt a bit "lost". Most importantly, I have to mention two very important contributions to the development and success of SupportEd: firstly, he provided me with hands-on support in my preparation for the Crowdfunder, where he spent even his personal time creating graphics for my slides, reviewing and providing comments to my script and helping me iterate and practice until the day of the event; additionally, he has

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	<p>been my referee ever since (and continues to support me with his expertise as and when needed) when I apply for funding and additional business support, a contribution which has enabled me to be accepted at the Young Foundation's Young Academy accelerator programme!</p>
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