



GENESIS IMPACT



# 2023-2024 ANNUAL TRUSTEE'S REPORT



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**Front cover photo:**  
young students  
attending our Aspire!  
programme session and  
our Raising Aspirations  
group visit to  
Bloomberg.

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Photo: Genesis Impact and MSCI Team Photo

# WELCOME FROM THE CHAIR OF THE BOARD OF TRUSTEES

It's been a year of continuing progress at Genesis Impact. Reflecting on the successes of last year and the incredible efforts of our staff and volunteers, I am very encouraged by the expansion of the Acclivity programme, with MSCl, to introduce a new Acclivity Tu and a new avenue to help steer career decisions through workshops, mentors and success stories.

Our Bible Club continues to remain popular, back for its 15th year, in a sign that young hearts are keen to know more about who God is and what He thinks about them and His plans for their lives.

We have seen much fruit from our focus on empowerment and leadership extending our sessions from Parents to Students through the Pitch & Empowerment workshops. It is no accident that 65% of the people we engaged this year were 14-18 years old!

We continue to support those who are in the greatest need and I am incredibly proud that our "Raising Aspirations" project was awarded three years of funding from the National Lottery so we can create and foster opportunities for growth, inclusion and support.

Looking forward, we continue to seek new opportunities to increase our partner network. The work is not easy but we remain steadfast in our mission. My encouragement is for you to come alongside us and help us to deliver on lasting impact in the lives of our communities, young, old or in-between.

If you know of any organisations, corporations or donors who share the same values as us and are keen to invest in the lives of our communities, please do not hesitate to contact us.



**Babafemi Taiwo**  
Chair of the Board of Trustees, Genesis Impact



# Genesis Impact



Photo: Children participating in an Aspire! session

## About Us

We are a London based social mobility charity working with a network of schools, community groups and organisations in the corporate and vocational sectors. Since 1997, we have worked collectively to invest in students to nurture young talent and empower parents to develop new skills and positive parenting behaviour.

## What We Do

- We foster social mobility within the community by empowering and inspiring young people from underserved backgrounds
- We provide young people with professional mentors
- We curate career workshops for students aged 16 - 18 years old
- We create a support network of professionals for young people to tap into
- We support whole family wellbeing; from primary and secondary school, right through to parents

# Genesis Impact



Photo: students participating in an Aspire! session

## Short Term Impact

Our workshops and programmes provide an opportunity for Black, Asian or socially under-represented young people to prepare professionally, mentally and culturally to step into the professional workforce. We also provide support to the parents of students to equip with them with practical tools for managing children with behaviour issues. Lastly, we work with parents to empower them to learn new skills and seek higher education or employment.

## Long Lasting Change

Young people excel into higher education and build a professional support network with organisations who champion inclusivity and social mobility.

# Genesis Impact



Photo: Acclivity mentors with Genesis Impact CEO and staff member at Acclivity Award Ceremony

## Vision

At Genesis Impact, we envision a world where every young person, regardless of background, has the opportunity to achieve their full potential and thrive in the professional world. We believe that talent should never be limited by circumstance, and through mentorship, education, and career support, we aim to break down barriers to social mobility.

Our vision is to create a future where young people are equipped with the skills, confidence, and connections needed to succeed in their chosen careers. By fostering an ecosystem of support, opportunity, and empowerment, we strive to build a more inclusive and equitable society; one where ambition is nurtured, potential is realised, and success is accessible to all.

## Mission

Our mission is to improve social mobility by empowering young people through mentoring, career workshops and support, enabling them to build confidence, and prepare them to be equipped to step into the professional workforce.



# Our Programmes



Photo: Aspire! students with their teacher and Genesis Impact staff

## Aspire!

Aspire! is our junior leadership programme for children aged 9-11. The face-to-face sessions support children from Black, Asian and underserved communities with skills to boost their self-esteem and raise aspirations for their future. Session topics include: Introduction to Leadership; Mental and Emotional Well-Being; Confidence and Self-Esteem; Communication and resilience; Careers workshop and My community and I.

## Acclivity

The Acclivity Programme is the flagship initiative Genesis Impact offer to young people aged 16-18 years old providing mentoring from professionals working in the corporate sector.

The 8-month holistic mentoring programme prepares high achieving youth from underserved communities; professionally, mentally and culturally for corporate life. The mentor works with the student to enhance their soft skills, to build confidence and work towards empowering the student to be readily equipped to step into the professional work environment.



# Our Programmes



Photo: Corporate partner lead giving welcome speech at our Acclivity Award Ceremony, Oct 2024

## Acclivity Tu

The Acclivity Tu Programme is an initiative focused on providing emotional and psychological support to low achieving students, from underserved communities who have vocational aspirations.

The 8-month mentoring programme matches students with mentors working within varying vocational sectors and industries, partnering students with the mentors based on their interests, goals and backgrounds.

For students participating in both Acclivity or Acclivity Tu, we offer two group career workshops. These online sessions feature leaders who have grown up in similar environments, sharing their journeys to success and providing valuable insights.

Students have the opportunity to engage directly with panelists from both professional and vocational sectors, broadening their awareness of career pathways they may not have previously considered. These workshops spark ambition, encourage curiosity, and help young people envision new possibilities for their futures.

# Our Programmes



Photo: Bible Club Children Activity at St Augustine's Primary School

## Bible Club

The Genesis Impact Bible Club has been successfully running in the borough of Bexley for 15 years. The aim of the club is to teach young children the importance of knowing who God is, understanding His deep love for them, and spending time in God's word. This year, we were blessed to deliver sessions to 20 children at St Augustine's School, furthering our mission to reach and inspire young hearts.

We intend for our Key Stage 2 pupils to leave every session with strengthened faith, meaningful interaction with like-minded young Christians, and—most importantly—having had fun learning about the word of God.

## Quotes from Our Pupils

“ I love learning about God and doing Activities ”

“ My favourite thing is the playing fun games and learning about the Bible ”

“ I love playing Bible Bingo with my friends! ”

# Our Programmes



Photo: Parents from our SEND Programme Award Ceremony

## Whole Family Wellbeing

Whole Family Wellbeing programme is designed for schools and communities where our young leadership programme, Aspire!, is running. It addresses the social and family issues that could otherwise prevent participants from achieving their full potential.

As a parent/carer and child focused course it empowers family units to ensure that we achieve an enriching and long-lasting impact. Session outline include: Positively You - Emotional and Mental Wellbeing; (Keeping Children Safe); Handling Anger in Families; Raising Aspirations; Hardship Support and Creative Craft Making.

## Pitch & Empowerment Workshops

Our Pitch & Empowerment Workshops allow Genesis Impact to engage directly with primary and secondary school students, introducing them to the power of leadership and mentorship on a large scale. These sessions serve as a key entry point for students, helping them understand how the right mindset, guidance, and support can positively shape their academic, personal, and professional futures.



# Other Programmes

## Circle of Parents

This partnership between Genesis Impact, parents, and schools and the wider community, fosters collaboration and empowers participants to contribute ideas, plan events, and develop leadership skills. Through initiatives like Book Club, Sewing Club, and Coffee Mornings, it promotes cohesion and offers a supportive environment for parents/carers to build friendships and share information.

## SEND Support

The SEND programme provides clear information and support for parents and families of children who have special needs such as autism, ADHD and disabilities.

## Parenting Pre Teens

These sessions offer practical advice and tips on effective parenting techniques for teens. It provides guidance to support their social, behavioural, and emotional needs.

## Faith-Based Parenting Support: Nurturing Safe, Resilient Families

This year, we delivered our Keeping Children Safe programme alongside sessions on Positive Discipline Strategies and Managing Anger in the Family. These workshops were offered to parents within church communities, providing a faith-based approach to parenting that reinforces biblical values while equipping families with practical tools for raising children in a safe, nurturing environment.

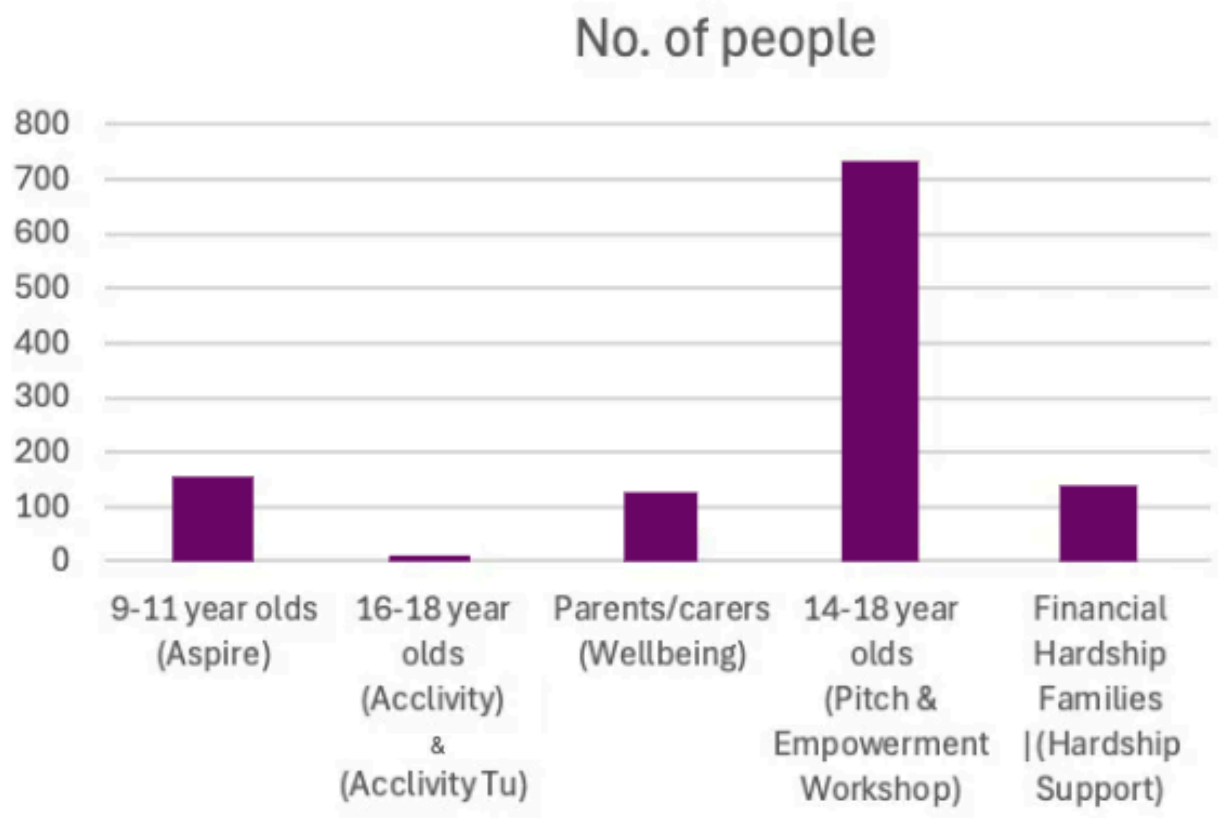


Photo: Parent Celebration in our Thamesmead Community



# This year in numbers

- 147 (9-11 year olds)
- 730 students (14-18 years old) attended Pitch & Empowerment workshops
- 16 young people aged 14 - 18 across 3 boroughs (Bexley, Greenwich, Lewisham)
- 124 parents and carers
- 108 families supported via the Hardship support



→	9-11 year olds	147
→	14-18 year olds	16
→	Pitch & Empowerment Workshop	730

# Raising Aspirations

## National Lottery

This year, Genesis Impact was awarded three years of funding from the National Lottery for the 'Raising Aspirations' project."

Funding for our 'Raising Aspirations' project has been instrumental in enabling Genesis Impact to continue its vital work, empowering communities and fostering meaningful change. With this support, we have been able to expand our outreach, develop our impactful programmes and provide essential resources to those who need it the most through our hardship funds. The funding has allowed us to create opportunities for growth, inclusion and support, ensuring our initiatives remain accessible and effective in making a lasting difference.

### Aspire!

Funding for the Aspire! programme has allowed us to reach more students and deepen our impact. With these resources, we have enhanced our personalised support and mentorship, empowering students to achieve both their academic and personal goals. As one student shared, *"The Aspire! programme has made me a better leader and helped to control my anger"*

### Acclivity

As a result of the funding, we have been able to enhance our mentorship programme, providing more comprehensive training for mentors and better support for mentees. This has led to stronger relationships and more meaningful outcomes. A mentor mentioned, *"Being part of Acclivity has been incredibly rewarding. The support and training I received have made a real difference in my ability to guide and inspire my mentees."*

### Acclivity Tu

The funding has allowed us to introduce new initiatives and resources that have significantly improved the experience for our participants. We have been able to offer more workshops, networking opportunities, and career guidance. One participant said, *"Acclivity Tu has opened doors for me that I never thought possible. The programme has been a game-changer for my educational and career aspirations"*

# Case Study

## Case Study: Mentorship Journey of Joseph under Gbenga

Genesis Impact provides a platform for mentorship, fostering leadership and personal development in young people. Gbenga, an experienced mentor of both adults and youths, is currently embarking on a new challenge mentoring Joseph, a young and ambitious mentee. Motivated by the vision of shaping future leaders from an early age, Gbenga eagerly took on this mentorship opportunity.

### Understanding Joseph's Aspirations

From the first meeting, Joseph demonstrated focus and determination. He aspires to build a successful career. During their sessions, Joseph articulates his goals clearly, displaying a strong sense of direction. He had already taken significant steps towards his ambitions, including creating shareable materials on his favourite topics.

Recognising Joseph's proactive approach, Gbenga guides him in refining his goals and aligning them with his priorities. Their discussions reinforce Joseph's commitment to growth and progress, an aspect that stood out to Gbenga as a mentor.

### Overcoming Challenges

Like any journey, Joseph's path to building a name for himself, is not without obstacles. A significant setback occurred when he had a IT technical fault, resulting in the loss of much of his previous work. Despite this, Joseph remains resilient. He viewed the challenge as an opportunity to rebuild, demonstrating perseverance and a positive mindset; qualities essential for long-term success.

### Mutual Learning and Growth

Beyond offering guidance, Gbenga finds the mentorship process deeply rewarding. Through his interactions with Joseph, he continues to gain greater insight into the perspectives and innovative thinking of young people. This experience strengthens his ability to relate to and support younger generations effectively. The mentorship journey is not just about Joseph's development—it is also enriching Gbenga's understanding of mentorship and leadership.

### Impact of the Acclivity Programme

Gbenga said: "The mentorship programme provided by Genesis Impact is structured to address critical areas of development for young individuals. I firmly believe in its potential to shape future leaders, and my experience mentoring Joseph has reinforced my confidence in the programme's impact." As he continues the mentorship with Joseph, he looks forward to see Joseph's progress and witness him surpass his goals and achieve greatness.

This case study highlights the transformative power of mentorship, both for the mentee and the mentor; and showcases the importance of structured programmes in unlocking young people's potential.

# Community Involvement

We actively involved community members in our work through various initiatives and programmes. We encouraged local volunteers to participate in our events, workshops, and mentorship programmes. By engaging with the community, we ensured that our services are tailored to meet their specific needs and preferences.

For example, three of our trustees, who were Genesis youth club members when they were younger, and 21 GI Alumni collaborated with us to deliver the robust, enriching, and impactful Aspire and Acclivity programmes. They volunteered their time to guide and support young people in their career aspirations. They were also part of the team of volunteers to wrap and deliver Christmas hampers to low-income families in need, over the Christmas period.



Photo: Professional Football coach providing keynote at Aspire! Award Ceremony

Additionally, we delivered cultural sessions and activities that highlight the rich heritage and traditions of our community, fostering a sense of pride and belonging. We celebrated the achievements of the Aspire! students and the participants of the Whole Family Well-Being programme by bringing three schools together for an awards ceremony. This event was widely attended by school leads, families, community members, and GI alumni professionals who showcased and shared their careers and experiences.

Genesis Impact has built a strong collaborative partnership with the CEO of the U.S.-based charity Foundation for Free Education Enterprise, which also runs mentorship programmes in underserved communities. Through this relationship, both charities have benefited from valuable mutual learning and the exchange of best practices. After reviewing our Aspire! workbook, the CEO was impressed by our approach and committed to leading a workshop for our Acclivity participants during his next visit to the UK, further strengthening our shared mission to empower young people.



# Community Involvement

We are currently planning a joint award ceremony with our corporate partner MSCI that will bring all the schools and participants of the Acclivity and Acclivity Tu programmes together to celebrate their achievements.

We have partnered with Smiley Ark, a local after-school provision, for mutual learning and sharing of experiences.

The Aspire! Programme workbook was evaluated by a local Kumon lead and two headteachers from Deptford Park School and Morden Mount. Based on their feedback, we have made amendments to the Aspire! workbook to incorporate differentiated learning strategies and make it more inclusive for students with Special Educational Needs and Disabilities (SEND).

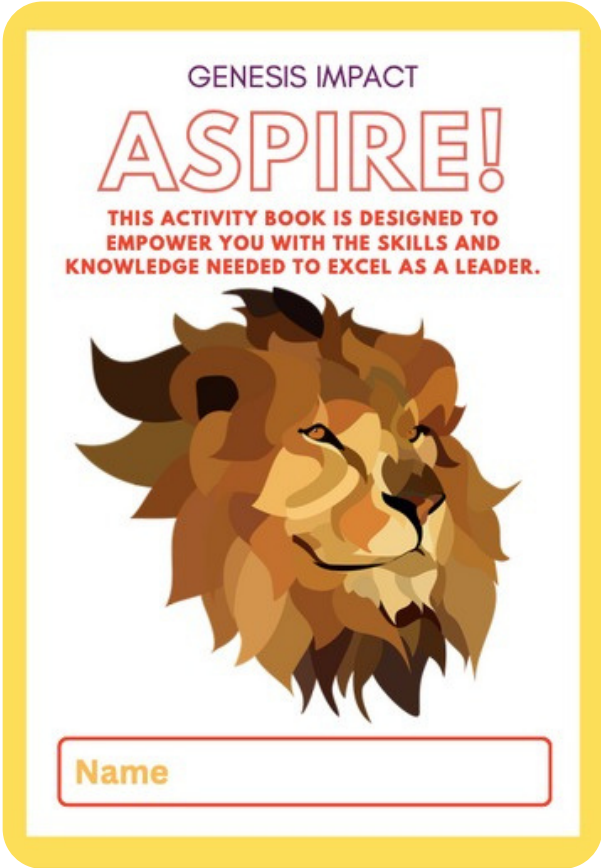


Photo: Aspire! workbook



Original activity page



Amended activity page

# Changes in the way we work

Community involvement has significantly influenced our approach and operations. By listening to the voices of those we serve, we have been able to adapt our programmes to better address their needs. For instance, feedback from the headteacher of a school that participated in the Aspire programme highlighted the importance of continuity. Pupils who participated in the junior leadership programme can then progress to an intermediate programme, further raising their

aspirations and engagement with learning. This feedback has prompted us to review the programme as to how we can extend our work with the young people, beyond their completion of Aspire! as they enter Year 7 in secondary school

Additionally, we are working on expanding our networking events to ensure that our Acclivity participants can continue to access valuable information and connect with a broad spectrum of professionals even after they have completed the programme.



Increase in school partnerships



Corporate Partnership targets

# Making the most of the strengths of our community

We leveraged the talents of our community members to create a supportive and inclusion environment. An example of this was when we hired the services of one of our parents from the community; a recipient of one of our programmes, to provide the catering for our awards ceremonies under her own registered catering business.

## Ade's Food Store

### Supporting Families Through Partnership with Ade Food Store

Genesis Impact is proud to continue our five-year partnership with Ade Food Store, a local business specialising in African food produce. Recognising the needs of the communities we serve, particularly families from African backgrounds in low-income households; we forged this partnership to provide essential food support. Through our work with primary schools, where this demographic is prominent, we identified a gap in access to culturally relevant food.

By collaborating with Ade Food Store, we have been able to supply families with food that meets their cultural needs, ensuring it is both appreciated and utilised effectively. This partnership has made a meaningful difference, helping many families access nutritious meals without financial strain.

## Smiley-Ark After School Club

### A Strong Partnership with Smiley Ark to Support Young People

Genesis Impact is proud to have a strong and collaborative partnership with Smiley Ark, a local after-school club dedicated to supporting young people. By working together, we enhance each other's impact, ensuring that children and families receive the support they need.

Our partnership includes regularly referring our services to the schools we have relationships with, respectively, helping to highlight the need for vital services and expanding our collective reach. Additionally, the founder of Smiley Ark plays a key role within Genesis Impact, serving as one of our Safeguarding Leads and further strengthening the protection and wellbeing of the children we support. Their involvement extends even further, as their founder generously hosts our annual award ceremony for our young children aged 9-11 participating in the Aspire! programme, celebrating their achievements in a meaningful and memorable way.

# A deeper look into our impact

Programme	How It Helped	Impact & Evidence
Aspire!	Empowered children from underserved backgrounds with essential skills to boost self-esteem and aspirations for their future	<b>147</b> , (9-11 year old) pupils participated in two rounds of <b>8</b> -week sessions across <b>5</b> primary schools.  Celebrated achievements with an award ceremony attended by <b>95</b> people
Acclivity Programme	Prepared high-achieving students from underserved communities for professional success through mentorship and skills-building	Reached <b>225</b> pupils across <b>3</b> sixth form schools Mentees developed leadership, teamwork and problem skills Provided mentorship from 22 professionals to 38 young people
Acclivity Tu	Supported vocationally inclined youth with career readiness, practical skills and industry mentorship	Reached <b>320</b> pupils at Trinity and Woolwich Poly secondary school  Included career guidance, practical workshops and mentorship Built relationship with local businesses for support and employment pathways Supported <b>44</b> parents and carers
Whole Family Wellbeing	Helped families cope with COVID-19 impact, financial pressures and mental health challenges	<b>95%</b> of families reported improvements in confidence, stress management and aspirations.

Participating schools for Aspire! programme

- St. Augustine's Primary School (Bexley)
- Christ Church Primary School (Bexley)
- St. Paul's Primary School (Bexley)
- Modern Mount Primary School (Greenwich)

Participating schools for Acclivity and Acclivity TU programmes

- Trinity School 6th Form (Bexley)
- Christ Church the King College (Bexley)
- Woolwich Poly (Greenwich)



# Changes to our programmes

Changes we have made to the programme based on our experience.

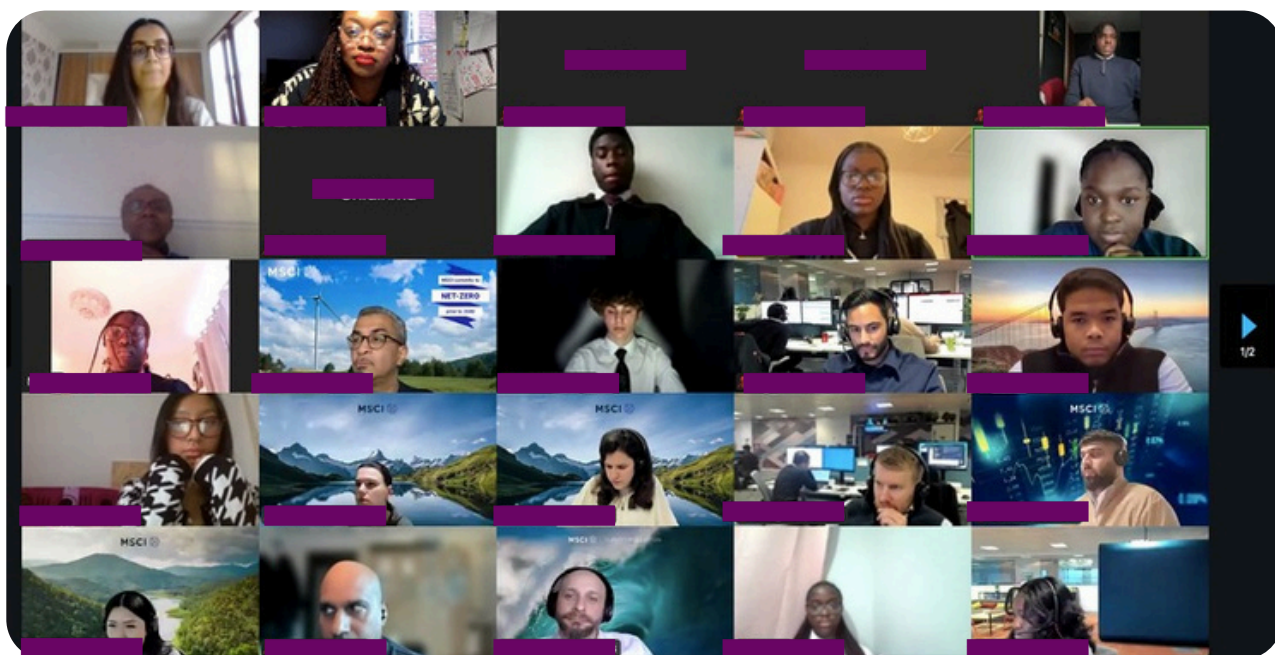


Photo: Acclivity Online Launch event with new mentees and mentors

## Acclivity & Acclivity Tu

- Group Workshops:** We have introduced two group workshops to offer a wider range of professionals, enriching the sessions and making them more diverse for the young people. By providing two workshop options, participants can choose which one to attend, ensuring that no one misses out on valuable insights and experiences and alternative careers are being showcased.
- Joint Awards Ceremony:** We are currently planning a joint awards ceremony that will involve our corporate partners, schools, community leaders, all the young people, and their families. This event will celebrate the achievements and progress of our participants, fostering a sense of community and recognition.
- Diverse Mentorship:** Our mentors are drawn from around 25 companies and the Black Leadership Network, bringing a wealth of experience and diverse perspectives. This diverse mentorship pool ensures that our young people receive guidance and support from professionals who understand their unique challenges and aspirations.
- Enhanced Workbooks:** We have enriched the Acclivity and Acclivity Tu workbooks with comprehensive guidance notes for mentors. These enhancements are designed to help mentors deliver their sessions more effectively, ensuring a more engaging and impactful experience for the participants.

# Plans for the coming year and Beyond



Photo: Aspire! students participating in session activities

## Looking Ahead

### Programmes

#### Aspire!

**Schools we've worked with:** Modern Mount School (Greenwich), Christ Church Primary, St Paul's, St Augustine's (Bexley)

**Expanding Programme Scope:** Based on our experience delivering the programme and the feedback from pupils and school leads, we aim to make the programme more comprehensive. This would mean introducing a tiered approach that ensures continuity, fosters aspirations, and creates a lasting impact on the children.

The GI team will come together to discuss the continued development of the programmes.

We will be looking at :

- **Initial 8-Week Junior Leadership Sessions:** Introducing essential leadership skills and fostering a sense of responsibility and ambition among the young participants.

# Plans for coming year and beyond

## Looking Ahead

### Programmes

#### Aspire!

- **Intermediate Sessions:** Comprising skills and careers workshops and providing practical leadership opportunities within the school and community. These sessions will help bridge the gap between early leadership training and more advanced aspirations.
- **Early Secondary School Stage (Yrs 7 & 8):** Offering continuous engagement opportunities through Alumni membership and maintaining contact with the programme three times a year. This stage will ensure that participants remain connected and supported as they progress through their educational journey.

#### Acclivity

Over the past year, the Acclivity programme was delivered exclusively at Woolwich Poly (Greenwich), where it received an enthusiastic response from participants who demonstrated meaningful growth in both skills and aspirations. While our initial plans included wider implementation, we are now preparing to expand the programme from September 2024 to include additional schools: Christ The King Sixth Form, Trinity School Sixth Form (Bexley), and Wilmington Academy (Bexley). We remain committed to building on the success at Woolwich Poly and look forward to offering more places as we extend our reach in the coming academic year. Our expansion plan includes

- 10 places at Wilmington Academy
- 10 places at Christ The King
- 10 places at Trinity School

By increasing the number of participants, we aim to reach more socially disadvantaged youth and provide them with the essential skills and mentorship needed for success in their academic and professional lives. The programme will continue to offer high-quality professional mentoring, ensuring that each participant receives personalised guidance, support, and opportunities for growth. This comprehensive approach will help them build confidence, develop critical skills, and aspire to achieve their fullest potential. By fostering a supportive and engaging environment, we are confident that the Acclivity programme will continue to make a positive difference in the lives of the young people we serve.

**Enhancing Collaboration and Partnerships:** We will continue to strengthen our existing collaborations and seek new partnerships with schools, community leaders, and corporate partners. This will help us provide more resources, opportunities, and support to the young people we serve.

**Monitoring and Evaluation:** We will implement a robust monitoring and evaluation framework to assess the effectiveness of our programmes and identify areas for improvement. This will enable us to make data-driven decisions and continuously enhance the impact of our initiatives.

# Plans for coming year and beyond

## Looking Ahead

### Programmes

#### Acclivity

**Celebrating Achievements:** We plan to organise events to celebrate the achievements of our participants, such as joint awards ceremonies involving schools, community leaders, corporate partners, and the families of the young people. These events will foster a sense of community and recognise the hard work and dedication of everyone involved.

By implementing these plans, we aim to create a more sustainable and impactful programme that empowers young people to reach their full potential and make a positive difference in their communities.

We plan to engage with school leads to gather their input and collaboratively refine and develop the above initiatives. This collaborative approach will ensure the success of our programmes and align them with the unique needs and insights of each school.

#### Acclivity Tu

The Acclivity Tu programme is set to launch at Trinity School in Bexley Borough. We anticipate that pupils will engage well and show enthusiasm for the wide range of activities and sessions designed to inspire and develop their potential.

Building on this upcoming launch, we are excited to announce our plans to expand the programme's reach to two additional schools by September. This expansion will enable us to offer more underserved youth access to valuable vocational training and career guidance, helping them build essential skills and confidence.

Through the growth of Acclivity Tu, we aim to empower more young people to achieve their full potential and positively impact their communities.



# OUR PARTNERS THIS YEAR

## CHRIST BELIEVER’S CHURCH, ERITH





# Photos

## Aspire! Award Ceremony, July 2024



# Photos

## Acclivity Programme Award Ceremony, October 2023





# Photos

**Aspire! Programme session in one of our Primary Schools**





# Photos

## Christmas Gift Wrapping



# Contact Us

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GENESIS IMPACT



&  
(AcclivityTu)

