



IMPACT REPORT 2019



WILDHEARTS
BUSINESS FOR GOOD



WILDHEARTS COMPANIES CREATE GLOBAL SOCIAL CHANGE

1,000,000
lives transformed

£20,000,000
invested

HIGHLIGHTS WE'RE PROUD OF FROM 2019

Welcome to the WildHearts Impact Report for 2019.

I am delighted to report that throughout the year, thanks to our customers and supporters, we made fantastic progress towards fulfilling our mission of 'Business for Good'. Here are my favourite highlights from the year. You can read more about them throughout this impact report:

- ♥ We reached the key milestone of transforming over one million lives globally (a long cherished goal of mine).
- ♥ We recruited a fantastic team of Trustees and partners to expand our work in South Africa.
- ♥ The WildHearts Foundation merged with our friends, the Microloan Foundation to expand our mission to empower female microentrepreneurs in Sub Saharan Africa.

The WildHearts Schools Programme also expanded exponentially:

- ♥ We created the National and Regional Advisory Boards.
- ♥ Held our first GEL Youth and Junior GEL Summits in the UK.
- ♥ Launched Micro-Tyco Innovate (an expansion of the already very successful Micro-Tyco Generate Programme).
- ♥ Created the WildHearts Global Youth Ambassador Programme.
- ♥ Micro-Tyco Innovate was taught at Cambridge and Yale Summer Schools in partnership with ISSOS.

- ♥ We returned to the United Nations in Geneva to hold our second GEL Summit and celebrated our work with our Schools Partners and Micro-Tycos at the Houses of Parliament in London.

The WildHearts Team promoted our message of 'Business For Good' globally as key note speakers at the Social Enterprise World Forum in Ethiopia, SAP Ariba Live in Barcelona, Procurement for Good event in Partnership with J&J in Johannesburg and at the British & Irish Council Symposium.

All this great work did not go unnoticed...

- ♥ WildHearts was celebrated as being one of the Top 10% of B Corps Globally for Community Impact.
- ♥ Our partnership in South Africa with Old Mutual Insure was short listed in the CSR category at the World Procurement Awards.
- ♥ We were highlighted as one of the Top 100 businesses globally addressing the UN's Global Goals.

As I write these highlights I can see all the partners and friends who helped make it all happen. Together we are proving the power of 'Business for Good'. Thank You.

To find out just how many people we helped and our wider performance turn the page to see the Numbers We Are Proud of in 2019.

DR MICK JACKSON | Founder | WildHearts



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The WildHearts Group have firmly established themselves as the pre-eminent B2B social enterprise in the UK.

PETER HOLBROOK | CBE | Chief Executive | Social Enterprise UK

100%

of corporates said that Social Enterprises were comparable or better than existing suppliers on quality

86%

of corporates said that buying from social enterprises contributed to new business growth

85%

of corporates reported that buying from social enterprises had a positive effect on how they were perceived

NUMBERS WE'RE PROUD OF FROM 2019

WildHearts Office and Horizon

100%

of profits donated to the WildHearts Foundation (Registered Charity SC037072)

Our Group

51%

growth in gross turnover*

Financial Inclusion

£3m

of funds providing microloans at year-end

Financial Inclusion

428,487

lives impacted via financial inclusion

Micro-Tyco

3,786

young people provided with award-winning entrepreneurial education, free of charge

WildHearts Global Youth Ambassadors

236

young people achieving their Bronze, Silver or Gold accreditation

StartHer in Health Beneficiaries

7,996

girls received safe reusable sanitary pads and menstrual health training in South Africa

Education Packs Distributed

15,000

education packs sourced for school children in Malawi in 2020

WildHearts companies fund
the work of the WildHearts
Foundation

♥ Our Companies

WildHearts Office

B2B Business supplies

WildHearts Horizon

Document Management

WildHearts Talent

Micro-Tyco entrepreneurship
training for corporates



Our Impact ♥

Micro-Tyco

Equipping young people with
key enterprise and employability
skills through our multi award-
winning entrepreneurial
education programmes

StartHer in Enterprise

Lifting women out of poverty
through financial inclusion

StartHer in Health

Providing girls across South
Africa and India with basic
menstrual health products and
education, ensuring once they're
in school, they stay there

StartHer in Education

Providing school children in Malawi
with access to essential tools for
learning

Global Events

'Business for Good' events that inspire,
educate and connect our global network

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Because of
WildHearts, I now
know that **business**
can be a force for
good.

Hope Conway-Gebbie
WildHearts Global Youth Ambassador



Micro-Tyco – Purpose Driven Entrepreneurial Education

WildHearts is recognised globally for our entrepreneurial approach to addressing the world's most pressing challenges. We want to equip the next generation with the Inspiration, Knowledge and Networks they need to do the same. Our goal? To inspire the leaders our world deserves.

Micro-Tyco, our 'Purpose-Driven Entrepreneurship' training programme, is the first external programme in Europe to receive the Social Innovator Award by Babson College, the world's top school for entrepreneurship. To date, over 50,000 young people across 25 countries have taken part. Micro-Tyco is free for all young people.

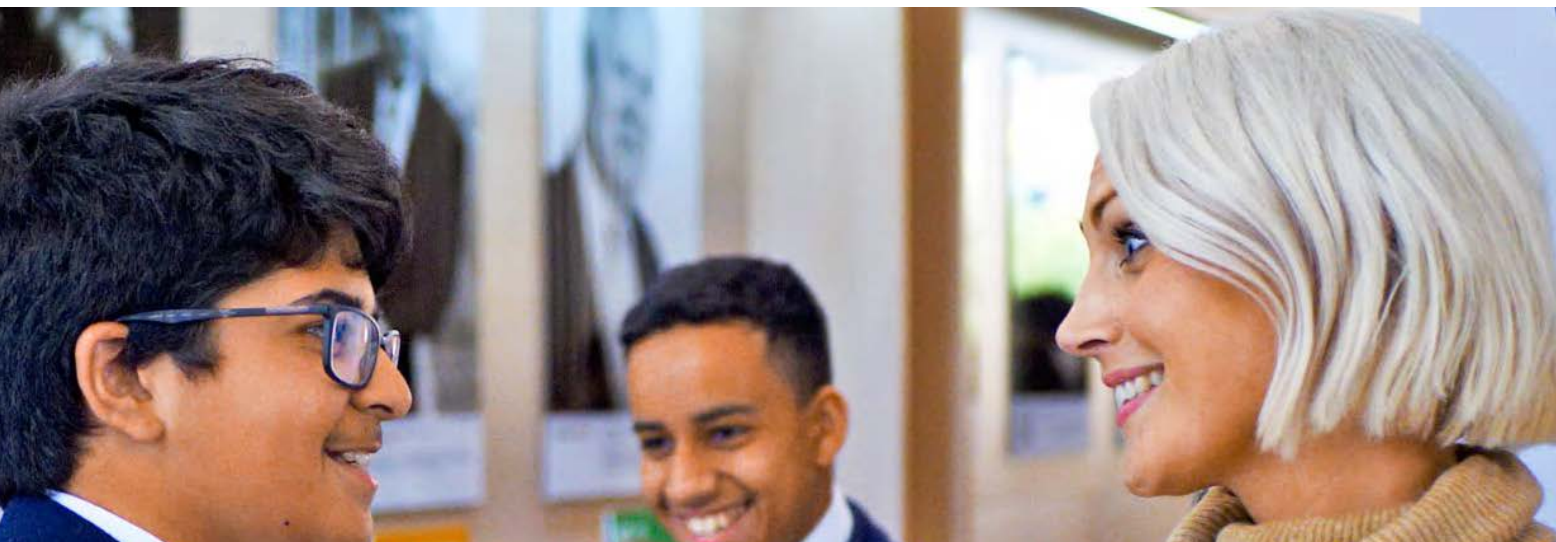


WildHearts School Programme 2019

We provided free entrepreneurial education to 3,786 young people. Free delivery of Micro-Tyco is made possible thanks to WildHearts customers and supporters.



Micro-Tyco was taught at Cambridge and Yale Summer Schools in partnership with ISSOS. Students from over 15 countries attended a 1-month programme of interactive learning, to develop their entrepreneurial mind-sets. 100% of participants said they felt more confident using entrepreneurial thinking to address the SDGs.



We launched the WildHearts Schools National and Regional Boards, enabling us to reach and inspire more students across the world. Regional Board members are selected from our corporate schools partners and share our passion for making entrepreneurial education accessible to all young people.

WildHearts National Advisory Board

In 2019, we launched our WildHearts Schools National Advisory Board. Each member, through their personal commitment and professional influence, has contributed significantly to WildHearts growth and to the one million lives we have transformed to date.

The role of the WildHearts Schools National Advisory Board is to enrich and expand the WildHearts Schools programme. As a result, we will empower even more participants and champion social mobility within the UK. Meet our board:



Jacinta Stewart, Chair – Managing Director, Head of HR for Barclays International Chief Operating Office (COO), Barclays Execution Services Chief Operating Office (COO) and Group Global Compliance



Jessica Wilkes – Reading – Corporate Responsibility Officer at Wesleyan



Robin Sundaram, Vice Chair – Sustainable Sourcing Lead at Nestlé



Matt Sparkes – Head of Corporate Responsibility at Linklaters



Jen Rodvold – Head of Digital Ethics & Tech for Good at Sopra Steria



Cheryl Kiser – Executive Director at The Lewis Institute and Babson Social Innovation Lab (Boston)



Ian Walker – Senior Director of Global Community Impact at Johnson & Johnson



Dr. Gavin Armstrong – Founder and CEO of Lucky Iron Fish Enterprise (Toronto)

WILDHEARTS EVENTS HIGHLIGHTS

Our events are designed to inspire, educate and connect our network of schools, universities and corporates. In 2019, 1,680 people benefited from WildHearts events globally.

Dr Kamel Hothi, Non- Executive Director at TLC Lions speaking at WildHearts GEL Summit, London



Global Entrepreneurial Leaders (GEL) Summits

The WildHearts Global Entrepreneurial Leaders (GEL) Summit is our annual flagship event. Our 2019 GEL featured world-class speakers such as, Richard Warner, CEO of LV=, Dr Kamel Hothi, Non-Executive Director at TLC Lions and Phillip Ullmann, CEO of Cordant Group. Joining our London attendees, the GEL Live Stream enabled us to celebrate the WildHearts message of ‘Business for Good with a virtual audience of over 3,000 people globally.



We hosted our annual GEL Youth Summit at the United Nations, Geneva attended by WildHearts corporate partners and WildHearts Schools students from around the world. The summit was organised and led by our International Youth Working Group – a team of WildHearts Global Youth Ambassadors from schools across Europe. We were honoured to hear from Holly Branson, Philanthropist, Author and Entrepreneur, Chris Hines MBE, Environmental Activist and Founder of Grain of Sand and Rita French, Deputy Permanent Representative to the United Nations in Geneva and International Ambassador for Human Rights.



Across the UK we held GEL Junior and GEL Youth Summits, providing students from Primary to Secondary with the Inspiration, Knowledge and Networks they need for success, whilst connecting our corporate schools partners with the talent of the future. In 2019, students heard from speakers from Barclays, Johnson & Johnson, Linklaters and Wesleyan as well as social businesses such as Lucky Iron Fish and Social Bite.



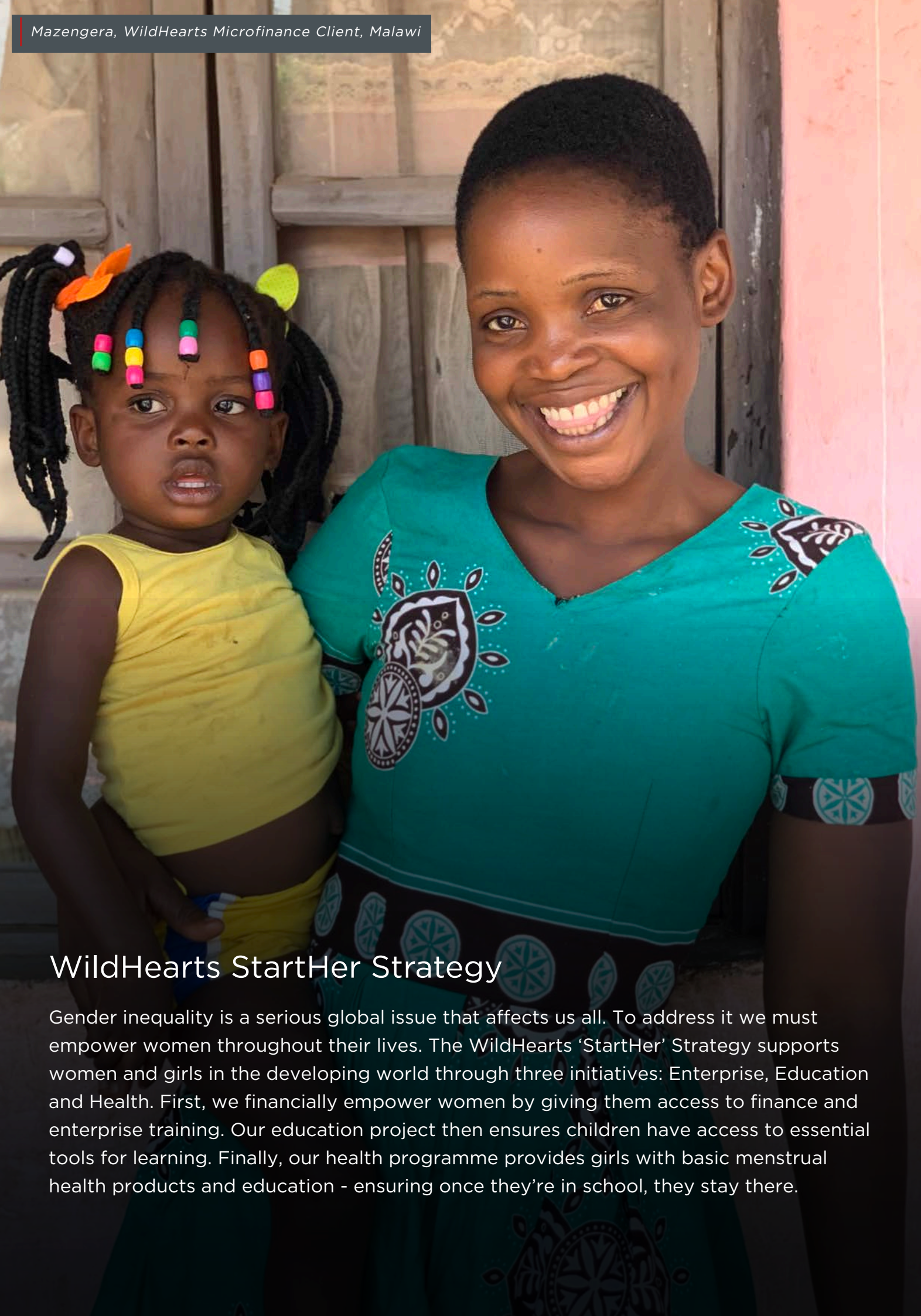
Our first Micro-Tyco Innovate Regional Final events took place across the UK, featuring inspirational pitches from top Micro-Tyco teams. Top performing teams were recognised alongside corporate Micro-Tycos, at our Awards Ceremony at the Houses of Parliament by Senior Leaders from Nestle, Barclays, Johnsons & Johnson, Sopra Steria, Linklaters, LV= and Network Rail.

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With WildHearts, a paper clip doesn't just hold your paper together. **It can hold our communities together too.**

Lord Victor Adebawale,
Chair of Social Enterprise UK





WildHearts StartHer Strategy

Gender inequality is a serious global issue that affects us all. To address it we must empower women throughout their lives. The WildHearts 'StartHer' Strategy supports women and girls in the developing world through three initiatives: Enterprise, Education and Health. First, we financially empower women by giving them access to finance and enterprise training. Our education project then ensures children have access to essential tools for learning. Finally, our health programme provides girls with basic menstrual health products and education - ensuring once they're in school, they stay there.



How We Champion Financial Inclusion Globally

75% of the world's women are excluded from all forms of banking and credit. Due to their economic status women endure such violence that there are more women missing today than all the men killed in all the wars of the 20th century. It is the moral crime of our age.

Over the last two years our team (and trustees) have been working on a strategy to create greater impact and support even more women in the poorest regions of sub-Saharan Africa, through financial inclusion.

At the start of 2019, we were excited to announce our plans to achieve this. WildHearts merged with MicroLoan Foundation, one of the World's leading microfinance institutions, creating a partnership that will generate a step change in the scale of our operations. MicroLoan is now part of The WildHearts Foundation.

In 2019, we funded 85,630 clients, transforming 428,487 lives.

Our ambition is to transform 1 million lives every year.



StartHer Strategy Highlights 2019

We distributed packs of sanitary pads to 7,996 girls in South Africa and India, empowering them to stay in school and complete their education. In consultation with a team of girls who received the pads, we refined and enhanced the product further to ensure it best met their needs, both in school and at home.



We visited our microfinance operations in Malawi and Zambia to meet clients and learn more about the business training they receive alongside their loans.



StartHer in Health

In 2019 we distributed 39,980 reusable pads to schoolgirls between ages 9-18 from low Socio-Economic Measure ('SEM') areas that are vulnerable to period poverty. Every step of the process from production to distribution empowers local South African women and girls.

To ensure that our programme reaches the most in-need girls and that they receive appropriate menstrual health education, we partnered with specialist locally based non-profits to identify schools and teach girls how to use the pads and maintain good menstrual hygiene. We consider this education programme as being essential to the success of the initiative.

We were also delighted to form a partnership with Old Mutual Insure and appoint 3 of their Senior Leaders as WildHearts Foundation Africa trustees, to help expand the initiative.

Throughout 2020, we will continue to forge quality partnerships to ensure we reach the most in-need girls across South Africa and beyond.

WILDHEARTS ON THE WORLD STAGE



The 2019 Social Enterprise World Forum was hosted in Addis Ababa, Ethiopia. The WildHearts team were invited to join panels across the 3 days, sharing our experience and insight on; microfinance, girls education initiatives and social procurement.



Colin Downie, WildHearts' Sales and Partnerships Director, addressed procurement leaders from across the world at the SAP Ariba Live event hosted in Barcelona, bringing the WildHearts story to a global stage.



Dr Mick Jackson was again invited to deliver a Tedx Talk, this time at Aston University, discussing the power of reimagining your resources and using our StartHer Strategy as a key example. The video is hosted on Tedx Youtube channel with over 24.2 million subscribers.



Following the results of the Business in the Community (BITC) Responsible Business Tracker, Kris Bryson, WildHearts Partnerships Director was interviewed by Fiona Ball, Head of Inspirational Business at Sky, at a live event at Sky's HQ, to discuss WildHearts' success and our unique approach to business for good.

BUSINESS FOR GOOD



Old Mutual Insure and WildHearts StartHer Strategy

Old Mutual Insure and WildHearts have partnered to launch franchisees producing reusable sanitary pads across South Africa. Duma Nongauza, Head of Corporate Procurement & Facilities, Thabile Nbaya, Chief Risk Officer and Antonia Oakes, Head of Customer Experience at Old Mutual Insure, joined WildHearts Foundation Africa’s board to help oversee the growth of the initiative.



Barclays Diversity & Inclusion Ball

WildHearts’ StartHer in Health initiative was the centre of the 2019 Barclays Diversity and Inclusion Ball. The event raised funds for the purchase of over 1,000 packs of StartHer Pads for vulnerable girls in South Africa and increased awareness of issues surrounding education equality, globally.

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WildHearts not only achieves Business for Good globally, it also develops **business skills for people of all ages;** you are never too early or too far into your career to **benefit from WildHearts.**

Maira Shah
WildHearts Schools Regional Board Member

INSPIRING THE LEADERS OUR WORLD DESERVES



Peace and Justice Champions – St John the Baptist

Through their Micro-Tyco Innovate project, students at St John the Baptist Primary school helped reduce fighting between rival schools in their local park. The team invited a class from the neighbouring school to come to their school. They ran a lesson on the Sustainable Development Goals, games and fun activities. For the first time, students from both schools got to know one another, became friends and the park became a more welcoming place for everyone in the community.



Eliminating Single-Use Plastic – The Glasgow Academy

As part of their Micro-Tyco Innovate project, students at The Glasgow Academy, carried out an audit of plastic use in their school and discovered that they were consuming 30,000 plastic bottles a year from a single vending machine. In response to this, they put together a proposal to remove the vending machine and give every student a reusable bottle instead. The team then ran an assembly on the knock-on effects of plastic use at their school. After hearing their pitch, the vending machine was removed.



Bridging Communities - Park High School

Students at Park High created an inter-generational initiative in their school, teaching elderly members of their community to use new technologies and apps to help tackle loneliness. They made use of the school minibus, which was idle during the day, to collect their elderly guests and bring them to the school.



WildHearts Youth Ambassador Panel, WildHearts 2019 London GEL Summit

WildHearts Global Youth Ambassadors from across the UK joined a panel at WildHearts' London GEL Summit to share how the WildHearts Schools Programme inspired their initiatives, from eliminating single use plastic consumption to addressing mental health issues in their schools.

OUR COMMITMENT TO SUSTAINABILITY

Our products are delivered using

100%

environmentally friendly packaging (biodegradable, FSC and PEFC recycled or recyclable).

Over

3,000

products in our range have an environmental benefit.

We manufactured and distributed

39,980

reusable sanitary pads, reducing the environmental impact of disposable pads.

Find more details of our sustainability agenda [here](#). Look out for our full Sustainability Report coming soon...

We use

100%

renewable energy at our head office and key fulfilment sites.

We have

0

waste to landfill, at our key fulfilment sites.

We have educated

4,383

adults and young people on the UN's Sustainable Development Goals, empowering them to use that knowledge and transform their local communities.

“

80% of the office supplies we buy from WildHearts can be reused, recycled or are made from recycled materials.
This is a massive increase over our previous supplier.

Robin Sundaram

Sustainable Sourcing Manager, Nestlé UK

“

Profit for purpose is meaningless unless it is commercially and environmentally sustainable.

OUR AWARDS & ACCREDITATIONS



Meaningful Business 100

In 2019, WildHearts was recognised as one of the top 100 global businesses addressing the global goals.



Business in the Community

WildHearts is a certified member of Business in the Community, The Prince's Responsible Business Network. In 2019, we were proud to contribute to the Responsible Business Tracker alongside some of the World's biggest brands.



B-Corps - Top 10%

The WildHearts Group is proud to be among the top 10% of all B-Corps globally for serving our communities.



Social Enterprise UK

WildHearts Office and WildHearts Horizon are certified members of Social Enterprise UK, the national body for Social Enterprise. WildHearts have partnered with SEUK to enable companies to "Buy Social" and add social value to their supply chain.

WE SUPPORT



Signatories to UN Global Compact WildHearts are proud signatories to the UN Global Compact, aligning our strategies and operations with universal principles on human rights, labour, environment and anti-corruption.



Babson Social Innovator Prize winner

Globally, WildHearts is the 2nd ever recipient of the prestigious Social Innovator Prize from Babson College, Boston, the world's number one school for entrepreneurship. This was awarded for WildHearts' innovative approach to addressing financial inclusion and entrepreneurial education both domestically and globally through Micro-Tyco.



WILDHEARTS
BUSINESS FOR GOOD

To join us or find out more...

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