



WILDHEARTS
BUSINESS FOR GOOD

2021 IMPACT REPORT

WILDHEARTS COMPANIES
CREATE GLOBAL SOCIAL CHANGE

1.5 MILLION

LIVES TRANSFORMED

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INTRODUCTION



At WildHearts we believe business can and must be a force for good - we exist, to put people and planet first.

Our world faces multiple challenges, and if we have any hope of addressing them, business must play its part. Indeed, with its immense resources and talent, it is uniquely placed to do so. Thankfully, this is a belief we share with an ever-increasing number of business leaders and global brands.

The WildHearts Group is a world-leading social business. Together with our customers and supporters, we have transformed over 1.5 million lives to date.

The world is changing. Businesses are being held to higher standards than ever before. The companies that will thrive are the companies that play their part in addressing humanity's most pressing challenges.

WildHearts aims to be a worthy partner to customers, partners and suppliers in helping them to make a significant positive impact, for people and planet. This report shows the incredible impact you are creating in people's lives.

On behalf of everyone you have empowered, thank you.

Dr Mick Jackson | Founder and CEO | WildHearts Group

NUMBERS WE'RE PROUD OF

2021

Global Impact:

Over

£4.3m

invested in Global Financial Inclusion Programmes.

This supported

490,217

people through our financial inclusion and business training programmes.

Produced and distributed

14,128

Packs of reusable sanitary pads to help keep girls safe and in school.

Providing

9

Full-time jobs for women in the local community.

UK Impact:

Achieved

58,760

student engagements via The WildHearts Schools Programme.

Over

35,000

Young People attended The WildHearts Global Youth Summit during COP 26. The largest of its kind.

Engaged

3,066

Young People in Employability Workshops.

Supported

1,078

Parents and Carers through Teenage Mental Health & Wellbeing Webinars.

WildHearts' Customers and Supporters help us to deliver impact across three key areas:



UK
IMPACT



GLOBAL
IMPACT



ENVIRONMENTAL
IMPACT

UK IMPACT EDUCATION



The WildHearts Global Youth Summit.

THE ISSUE

- Unemployment and low skills are some of the biggest drivers of poverty. They exacerbate homelessness, drug and alcohol abuse, child neglect, crime, health problems and poor educational performance in children.
- Those from the most disadvantaged areas of the UK are 4x less likely to apply to university than those from more affluent areas.

OUR IMPACT

WildHearts is committed to addressing inequality of opportunity. The multi-award winning WildHearts Schools Programme is provided free to all young people every year. It is the only external programme to be accredited by Babson College, the world's top school for entrepreneurship.

By providing a unique combination of Inspiration, Knowledge and Networks, we aim to level the playing field, ensuring inclusive and equal opportunities for the next generation, regardless of their background.

The WildHearts Schools Programme is free for all young people because of WildHearts' customers. As a result, WildHearts' customers are democratising access to education in the areas of the UK that need it most.

OUR OUTCOMES

Across 2021, WildHearts provided access to free, world class education, producing **58,760** student engagements.

UK IMPACT

EMPLOYABILITY



A WildHearts Employability Workshop.

THE ISSUE

- In poor areas, 25% of young people are Not in Employment, Education or Training (NEET) by age 16 compared to only 1% in more affluent areas.
- Young men who were NEET are 3 times more likely to suffer from depression, and 5 times more likely to have a criminal record, than their peers.

OUR IMPACT

WildHearts is committed to addressing inequality of opportunity throughout the UK.

We raise the aspirations of young people by providing employability training in partnership with some of the UK's leading employers in a variety of ways; webinars covering topics such as Apprenticeship Awareness and Routes into the World of Work; Workshops on Employability and Sustainability; a hugely popular Careers with Purpose podcast series and an employability mentoring program.

Young people who experienced employability activities while at school are 5x less likely to be NEET and earn, on average, 16% more than peers who recalled no such activities.

Not only does their participation in our programme develop key employability skills and behaviors in young people, the programme also provides parents, teachers, and carers with awareness of employment opportunities they may otherwise be unaware of.

OUR OUTCOMES

3,066 engagements with WildHearts Employability Workshops:

100% of young people felt they had a better understanding of key interview skills.

100% of parents felt more prepared to support their child's future career choices.

UK IMPACT

MENTAL HEALTH



The WildHearts Junior GEL Summit.

THE ISSUE

Young people are facing a mental health crisis:

- 20% of young people aged 5-16 suffer from a diagnosable mental health disorder.
- 50% of all mental health problems manifest by age 14 and 75% by age 24.

OUR IMPACT

WildHearts is working with leading mental health experts to make their expertise more widely available to young people. Our strategy is a threefold empowerment programme designed to:

- Empower young people to look after their own mental well-being.
- Empower their teachers with the training and guidance they need to support the young people in their care.
- Empower their parents and carers with the support and knowledge they need to help their children.

To achieve this, WildHearts provided a series of **12** free training webinars for teenagers and parents which were accessed over **1,000** times. We also provided teachers with access to an online training programme to enhance their understanding and ability to respond to this issue.

OUR OUTCOMES



“A really useful webinar that has come at a time when my 12 year old daughter has been diagnosed with depression and is self-harming. It has helped me to realise I am not alone and that I can definitely help her through this awful time. Thank you so much.”

PARENT | Webinar Attendee



Thank you for working
with WildHearts, because
in doing so you invested
in me, and other young
people like me. You have
changed my life – our
lives – for the better, so
now we can change our
world for the better.

HOPE CONWAY-GEbbie | Youth Ambassador | WildHearts Group

GLOBAL IMPACT ENTERPRISE



WildHearts Group Microfinance
Programme, Malawi.

THE ISSUE

In Sub-Saharan Africa, 80% of young women have not completed secondary education and one in three women cannot read. The implications of this are severe.

Women are often forced to borrow from loan sharks, entrapping them in a vicious cycle of poverty. 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.

OUR IMPACT

WildHearts provides vital start-up capital micro-loans and business training to female entrepreneurs across 40 low-income countries. At the end of 2021, WildHearts was directly supporting **58,715** micro-businesses.

Women invest 90% of their income back into their families' nutrition, healthcare, and education. As a result, these women transform whole communities.

Not only do these women free themselves from the external symptoms of poverty but as they become economically empowered they learn to value and respect themselves, refusing to accept the abuses they'd previously been subjected to. They become active citizens, create jobs, and empower their own children. For example, **92%** of our clients in Malawi with school-aged children report they are now all in education. **97%** are now regularly saving compared to only **7%** previously. **17%** of our clients moved out of extreme poverty in 2021.

OUR OUTCOMES

By investing over **£4.3 million** across 2021, WildHearts supported **490,217** people through our financial inclusion and business training programmes.

GLOBAL IMPACT

EDUCATION



WildHearts Group StartHer in Education Initiative, Ghana.

THE ISSUE

Every child has the right to an education – whatever their background, gender or ethnicity, sadly more than 61 million children don't attend primary school. Denying children the opportunity to learn has drastic consequences:

- Uneducated girls are most vulnerable to trafficking and more likely to be child brides.
- Uneducated girls are 3x more likely to contract HIV.
- Children of uneducated mothers are half as likely to survive past the age of 5.

OUR IMPACT

Education for girls has been described by the United Nations as the closest thing to a “silver bullet” for sustainable growth and human development. This is why WildHearts facilitates and champions girls' education.

Our strategy is threefold: The StartHer in Enterprise programme enables clients to send their daughters as well as their sons to school.

The StartHer in Health initiative ensures that the health issues adolescent girls face are not barriers to their education, enabling them to stay in school.

The StartHer in Education initiative provides packs to school students with essential tools for learning. As a result of our programmes, average attendance increased by **40%**, and average academic performance improved by **20%**.

OUR OUTCOMES

Through our StartHer strategy in 2021, over **390,000** dependents now have improved access to food, healthcare and education.

GLOBAL IMPACT

HEALTH



WildHearts Group StartHer in Health Factory, South Africa.

THE ISSUE

A key barrier to girl's education in low-income countries is lack of access to basic Menstrual Health Management. Girls drop out of school during their periods, missing up to 4 days of school every 4 weeks. When girls have no access to sanitary pads, attendance rates in secondary schools decrease by 25% in comparison to 1.5% when sanitary pads are distributed. In South Africa, this issue is particularly relevant with one third of girls dropping out of school during menstruation

OUR IMPACT

Our StartHer in Health initiative supports Menstrual Health Management through the manufacturing and distribution of reusable pads to schoolgirls aged 9-18 in areas vulnerable to period poverty - ensuring girls not only go to school but stay in school.

WildHearts distributed **14,128** packs of reusable sanitary pads to girls in the hardest to reach areas of South Africa.

The StartHer in Health initiative also provides permanent full-time employment for **9** women in the local community, who were previously on social welfare grants.

OUR OUTCOMES

The provision of pads, combined with education packs have narrowed the pass-rate gap between girls and boys, reducing significantly from **17.4%** to **0.89%**.

“

My proudest moment was when the pads I helped produce, were distributed to girls in my old school, empowering them to complete their education.”

ALBERTINA MASEKO | WildHearts StartHer Employee



WildHearts Group StartHer
Initiative, Ghana.

“

WildHearts has
transformed our lives;
now my family is safe
and our future is secure.

SAIDA NAGADDYA | Microfinance Client | WildHearts Group

ENVIRONMENTAL IMPACT

THE UN SDGs

THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

The 2030 Agenda for Sustainable Development, adopted by all United Nations Member States in 2015, provides a shared blueprint for peace and prosperity for people and the planet, now and into the future. At its heart are the 17 Sustainable Development Goals (SDGs), which are an urgent call for action by all countries - developed and developing - in a global partnership.

At WildHearts, we recognise that the SDGs have become the global common language for responsible business and we are committed to mapping our impact directly to this framework. Through our impact programmes, WildHearts address more than 50% of the United Nations Sustainable Development Goals:



All the SDG tiles shown in colour are addressed by the work delivered by WildHearts. In this section, we will highlight how the work delivered by WildHearts social impact programmes is directly mapped against some of the specific areas highlighted in the SDGs.

ENVIRONMENTAL IMPACT

THE UN SDGs

MAPPING OUR IMPACT



THE GOAL: End poverty in all its forms, everywhere.

22,000 children die each day due to poverty. WildHearts works to alleviate some of poverty's key drivers; unemployment, lack of access to education, healthcare and nutrition.

Our global microfinance programme enables our predominantly female clients to start or grow a business with a WildHearts micro-loan. With a 99% payback rate, WildHearts microloans are reinvested, continuing to create positive impact beyond the first recipient.

With their increased income, our clients invest in their family's healthcare, nutrition, housing, and education. As a result, when we invest in women we address the key drivers of poverty, transforming entire communities.



THE GOAL: End hunger, achieve food security and improved nutrition to promote sustainable agriculture.

1 in every 6 people on Earth does not get enough food to live a healthy life. To address this issue, WildHearts supports - predominantly - female micro-finance clients across the developing world in over 40 countries.

Women invest 90% of their income back into their family, prioritising their health and nutrition. As a result, our micro-finance clients' families are significantly less likely to suffer the consequences of hunger.

Furthermore, our micro-finance programme promotes the launch of agricultural micro-businesses, ensuring increased variety in the crops available to communities – diverse harvests tackle malnutrition and hunger.



THE GOAL: Ensure healthy lives and promote well-being for all, at all ages.

A lack of education around Menstrual Hygiene Management (MHM) and sexual health is a key issue faced by girls in the developing world, with many lacking access to basic, safe sanitary products.

Globally, WildHearts will continue to support good health and well-being with the distribution of reusable sanitary pads to schoolgirls, tackling health issues related to poor access to Menstrual Health Management.

In the UK, WildHearts is working with leading mental health experts to make their expertise more widely available. In doing so, we empower young people to look after their own mental well-being.

ENVIRONMENTAL IMPACT

THE UN SDGs

MAPPING OUR IMPACT



THE GOAL: Ensure inclusive and quality education for all and promote lifelong learning.

In the UK and across the developed world, WildHearts provides world-class business education in schools. It is designed to level the playing field and provide opportunities for students from all backgrounds.

Globally, WildHearts distributes reusable sanitary pads that have a significant impact on girls' education in the developing world, ensuring they can go to school during menstruation, avoid falling behind and ultimately dropping out. Distribution of WildHearts education packs, containing key learning materials such as pens, pencils and paper, facilitates access to education in the developing world. Our microfinance programme further supports this goal as clients frequently cite that their children's school fees are a top priority when investing their earnings.



THE GOAL: Achieve gender equality and empower all women and girls.

75% of the world's women are excluded from all forms of banking and credit. Financially empowered women are more likely to be involved in decision-making in their families and experience less violence and domestic abuse.

Our microfinance programme supports the empowerment of women and their daughters across forty developing countries, enabling them to become leaders in their communities. Our education packs, free reusable sanitary pads and robust Menstrual Hygiene Management programme facilitate access to education in the developing world, helping restore gender equality in the education space – opening doors to employment opportunities and safer futures.



THE GOAL: Promote inclusive sustainable economic growth, employment and decent work for all.

Had women and girls been given the same access to education and employment as men over the last 30 years, Africa's economies would have doubled.

We facilitate access to education, employment and trade opportunities creating decent work and economic growth via our financial inclusion and business training programmes in over 40 different countries. We empower our clients to grow their businesses, and as result, are able to train and employ others in their community. Furthermore, our Menstrual Health Management programme generates jobs across rural South Africa, launching production factories for reusable sanitary pads, upskilling local people, creating safe, meaningful and sustainable employment.

ENVIRONMENTAL IMPACT

THE UN SDGs

MAPPING OUR IMPACT



THE GOAL: Reduce inequality within and among countries.

The UK is one of the least socially mobile countries in the developed world. All too often your success in life is determined by the postcode you were born in. That is why the WildHearts Schools Programme is free for everyone, providing world-class education and employability training regardless of your background.

In the developing world, we reduce inequalities by focusing on education, health, and enterprise, lifting some of the world's poorest and most marginalised, out of extreme poverty. By economically empowering women to support their families; their children have access to education. By providing education for their children, we can break generations of educational inequality and poverty.



THE GOAL: Make cities inclusive, safe, resilient, and sustainable.

To be sustainable, cities and communities must be inclusive, safe, and resilient.

At our microfinance trust groups, resilience and sustainability go hand-in-hand creating collective, thriving business communities.

When women are financially empowered, domestic abuse rates drop, female voter representation increases and entire communities benefit.

This creates a significant knock-on impact for the next generation, providing a network of role models who promote the key values that underpin sustainable, inclusive, resilient and safe communities.



THE GOAL: Take urgent action to combat climate change.

Climate change is one of the biggest threats to global development, disproportionately impacting the world's poorest and most vulnerable. Natural disasters have a profound impact on the world's poorest girls; girls' dowries help ease the burden on disaster-struck households, increasing the likelihood of child marriage. Similarly, girls are taken out of school before boys during droughts to help with family chores.

Female education is repeatedly cited as one of the most powerful solutions for carbon emissions abatement – even more so than low-carbon energy options – due to the reduction in average family size of educated mothers. By championing female education through our social impact programmes, WildHearts is ensuring the key barriers to girls' education are reduced.

ENVIRONMENTAL IMPACT INSPIRING THE NEXT GENERATION

THE WILDHEARTS SCHOOLS PROGRAMME



The WildHearts Global Youth Summit

THE WILDHEARTS SCHOOLS PROGRAMME

The WildHearts Schools Programme provides young people with the Inspiration, Knowledge and Networks they need to thrive, regardless of their background. By inspiring them to create sustainable, innovative solutions to address the UN Sustainable Development Goals (SDGs), we help to prepare the responsible citizens of the future.

By participating in The WildHearts School Programme, young people learn about the importance of the UN SDGs, and what people are doing, in their communities and around the world to help address social and environmental issues. Not only does this help inspire young people to create their own ideas, WildHearts also provides a framework that helps them execute those ideas.

WildHearts works across hundreds of schools each year, helping many of them reduce food waste, reduce or eradicate single-use plastics, and implement solutions to promote bio-diversity. This programme is delivered free to all young people.



WildHearts provides young people with the inspiration, knowledge and networks to learn about our planet, and provide a framework for them to take action. The fact that this programme is free for all young people, regardless of their background, means WildHearts is **giving a voice to all our young people, in one of the most important conversations of our generation.**

WAJID | Teacher | London

ENVIRONMENTAL IMPACT INSPIRING THE NEXT GENERATION

CASE STUDY | GLASGOW ACADEMY: ELIMINATING SINGLE USE PLASTICS



WildHearts Awards Ceremony, Houses of Parliament, London.

THE AIM

The Glasgow Academy participated in Micro-Tyco Innovate, a 30-day entrepreneurial training programme that teaches students how to create a Responsible Business idea that champions the SDGs in their school or local community. As a result of the programme the team from The Glasgow Academy eliminated single-use plastic bottles from their campus.

INSPIRATION

After learning about how single-use plastics are polluting the ocean, the students developed a solution to tackle the problem in their own school community.

INNOVATION

Students audited 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 wrote a proposal to remove the vending machine and give every student a reusable bottle instead.

EXECUTION

The team ran assemblies to educate their peers on the effects of single plastic use. This inspired a member of the audience, a 13-year-old girl, to start a petition to remove single-use plastic from the school. Within 3 days, 500 pupils had signed it. Using the petition as leverage, the students then presented it to the school leadership team. After hearing their pitch, the vending machine was removed. Taking their idea a step further, the team collaborated with designers and suppliers to manufacture branded reusable water bottles to sell on campus. This additional action reduced the amount of plastic waste produced by their school even further.



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Profit for purpose is
meaningless unless
it is commercially
and environmentally
sustainable. That is
why The WildHearts
Group puts **our planet**,
at the forefront
of every business
decision.

COLIN DOWNIE | Sales & Partnerships Director | WildHearts Group

GOVERNANCE

OUR MEMBERSHIPS



OUR COMMITMENT

WildHearts Office is a certified social enterprise by Social Enterprise UK, the leading global authority on social enterprise. SEUK are a strategic partner to 6 government departments and have led public policy on social enterprise for 15 years. WildHearts is a proud partner of Social Enterprise UK, working to pioneer the relationship between social enterprises and corporate supply chains, reimagining procurement as a force for good.



Carbon Neutral **PLUS**

OUR COMMITMENT

Carbon Footprint have received endorsement from the United Nations Environment Programme (UNEP) for our reforestation efforts in The Great Rift Valley. All trees pledged and planted by Carbon Footprint/ESCONET are being included in the Plant for the Planet: Billion Tree Campaign, across the globe to help avert damaging and economically debilitating climate change.



OUR COMMITMENT

Certified B Corporations (B Corps) are businesses that meet the highest global standards of verified social and environmental performance. Certified B Corporations are a new kind of business that balances purpose and profit. They are legally required to consider the impact of their decisions on their workers, customers, suppliers, community, and the environment. This is a community of leaders, driving a global movement of people using business as a force for good.



OUR COMMITMENT

The WildHearts Group is a proud member of Business in the Community (BITC). BITC is the largest and longest established business-led membership organisation dedicated to responsible business. It was founded by HRH The Prince of Wales 40 years ago. BITC works with its members to continually improve their responsible business practice, leveraging their collective impact for the benefit of communities.



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