



## 2021 Impact Report



# About Us



## Role Models

is an impact driven education provider. We focus on life skills that promote **social & emotional wellbeing and dynamic thinking**, helping young people to thrive in life; both at home and in their future workplace

## What We Do

We complement traditional academic education by delivering online & offline courses for 3-15 year olds that develop young peoples' skills in **leadership, confidence, resilience, creative problem solving, collaboration and growth mindset.**

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# Key Statistics

This impact report shows detailed feedback from parents and children on Role Models Courses and Sessions that took place in the 12 months from January to December 2021.

We've worked with

8297

learners this year

We've run

2425

online sessions  
this year

We've run

89

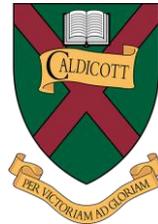
online courses  
this year

We've run

31

offline courses this year

# Some of our 2021 School Partners



WELLINGTON COLLEGE  
INTERNATIONAL  
TIANJIN  
天津惠灵顿外籍人员子女学校



WELLINGTON COLLEGE  
INTERNATIONAL  
SHANGHAI

# Our Publicly Available Parent Reviews

- 5.0★ Google reviews
- 4.8★ Outschool reviews
- 4.7★ Facebook reviews



## Parent Feedback

# Our 2021 Parent NPS Scores

Category	Number of Responses	NPS Score	NPS Rating
Total	246	77	Excellent
Online Total	214	78	Excellent
Online Courses	88	75	Excellent
Online Sessions	126	81	Excellent
Offline Total	32	69	Great
Brilliant Me (ages 5-7) Total	85 <sup>1</sup>	73	Excellent
Core Life Skills (ages 8-13) Total	134 <sup>1</sup>	78	Excellent

<sup>1</sup> These two numbers do not equal the total number of responses (246) due to some Marvellous Me (ages 3-5) responses (not enough to draw significant data) and some responses where the age group was not clear.

# Our 2021 Parent Impact Data<sup>1</sup>

89%

of parents feel their  
child enjoyed or  
really enjoyed our  
course

89%

of parents feel the skills  
their child developed on  
our course are important  
or very important to their  
future

# Parent Testimonials

“Isabella was a wonderful teacher. Our 9-yr old daughter enjoyed, benefitted, and was challenged in all the right ways by this class.”

David, August 2021, Online Course

“Our daughter thoroughly enjoyed the course and has asked us to sign her up for the next one. We were really impressed by the variety of skills and activities the course had.

Highly recommend it.”

Sumedha, November 2021, UK, Offline Course

“What an excellent course! Our instructor, Courtney is marvellous. My bright kid is a perfectionist and this life skills course is what he needed the most - the skills of critical thinking and problem solving, I think will be extremely helpful when he encounters frustrations. the content of this course is well structured and the instructor interacted with my kid in a very interesting way. The instructor had a good rapport with my kid and gave feedback and supporting top to me right after each class so we can practice it in our daily life.”

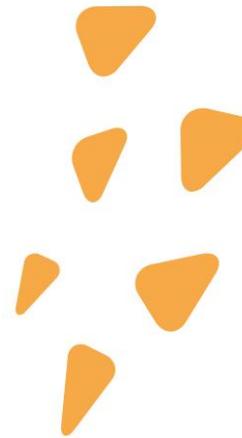
Lilly, December 2021, Online Course



## Child Feedback

# Our 2021 Child NPS Scores

Category	Number of Responses	NPS Score	NPS Rating
Total	4531	83	Excellent
Online Total	4321	83	Excellent
Online Courses	242	84	Excellent
Online Sessions	4079	83	Excellent
Offline Total	210	52	Great
Brilliant Me (ages 5-7) Total	1732	81	Excellent
Core Life Skills (ages 8-13) Total	2732	82	Excellent



<sup>1</sup> These two numbers do not equal the total number of responses (246) due to some Marvellous Me (ages 3-5) responses (not enough to draw significant data) and some taster session responses.

# Our 2021 Child Impact Data

80%

of children enjoyed or  
really enjoyed our  
courses<sup>1</sup>

90%

of children felt that the  
skills they have learnt on  
our courses or sessions  
will help them in the  
future<sup>2</sup>

<sup>1</sup> Based on 75 responses

<sup>2</sup> Based on 2819 responses

# Child Testimonials

“I enjoyed it!! I learned how to talk without anxiety and being positive.”

Anonymous, November 2021,  
Online Session

“Role Models can help very much, and it can teach you lots of things like talking in public without anxiety.”

Anonymous, November 2021,  
Online Session

“On the first day, I was a little bit nervous, and I thought it would be boring but it was amazing! I learnt about strategy and teamwork. On the second day I learnt about listening skills and on the third day I don't know because I am writing this on the third day. My favourite thing was that the challenges were fun.”

Kamron, November 2021, UK,  
Offline Course

# Role Model Testimonials

“The concept of teaching life skills and the way the course is set out are brilliant. It made me want to get this into mainstream schools! I loved teaching the course and I’d be keen to get more involved in any way.”

Lucy, November 2021,  
Offline Course

“I found the stories selected truly inspiring and all the activities meaningful, stimulating and fun. It was very exciting for me to be able to deliver such content. It was also rewarding to be able to observe the gradual change in some children’s confidence.”

Kalia, October 2021, Offline  
Course

“The children were absolutely fantastic and they clearly enjoyed and learned from the course. I had a lot of fun delivering it and it was a beautiful experience that I can’t wait to repeat. Well done to the group for creating this beautiful opportunity, I have loved being a part of it!”

Chiara, October 2021, Offline Course

# Contact us

## Role Models

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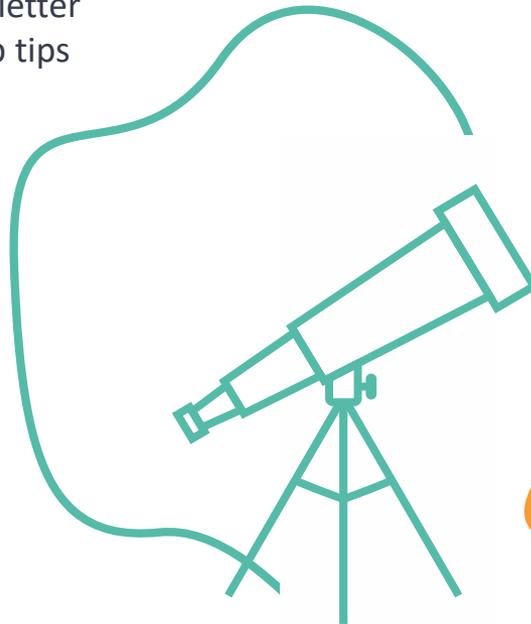
[www.rolemodels.me](http://www.rolemodels.me)



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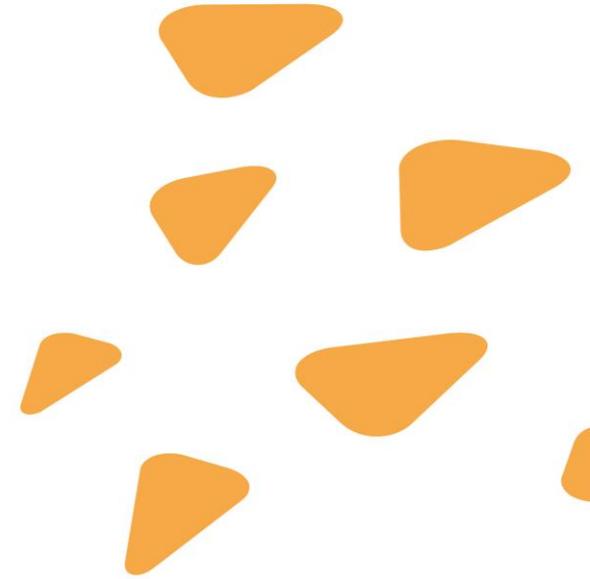


## Vision

In the future, we will be the global leader in developing life skills, with the goal of transforming the lives of at least **a million** young people.

Now more than ever, the world needs people with the empathy, resilience and confidence to thrive.

# Appendix



# NPS Overview

NPS scores are calculated from the question 'How likely are you to recommend a Role Models Course?' as percentage of Promoters minus percentage of Detractors.



NPS Benchmarks are defined as:

70 to 100	Excellent
30 to 70	Great
0 to 30	Good
-100 to 0	Needs improvement