

IMPACT REPORT

January - September 2023



Role Models

OUR MISSION

Our mission is to inspire a generation of young people around the world to be the best version of themselves.



WHAT WE DO

In-person holiday courses and online programmes for 5 – 13 year olds.

Our original content has four pillars:

- Resilience
- Collaboration
- Creative Problem Solving
- Leadership



Practical and actionable strategies to support children to become emotionally confident and resilient.

WHY IS THE EXPLICIT TEACHING OF LIFE SKILLS SO IMPORTANT?

“One in six children aged five to 16 were identified as having a probable mental health problem”

“A huge increase from one in nine in 2017. That’s five children in every classroom. “

-Young Minds, July 2021



2023 OUR YEAR IN NUMBERS

JANUARY - SEPTEMBER



16 Schools across **seven countries** in 2023



3,750 children
improved their life skills



Seven Staff CPD sessions
756 attendees



14 Webinars
9,928 attendees



500+ free places for children on free school meals

CALCULATING NET PROMOTER SCORE (NPS)

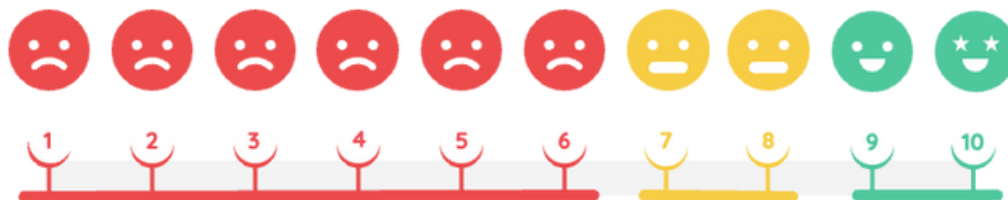
OUR NPS SCORE IS A PARENT SATISFACTION RATING.

The all important question, 'How likely are you to recommend a Role Models course to a friend?'

Parents offer a score out of 10.

The NPS is calculated by deducting the percentage of parents who scored 1-6, from the percentage who awarded us 9 or 10.

Anything over '0' is good, over '20' is great and over '50' is exceptional.



NPS score = % of parents who scored 1-6 minus % who scored 9 or 10





ROLE MODELS NPS 2023 (IN PERSON)

quarter	score	category
1	50	Exceptional
2	42	Great
3	48	Great
Average	47	Great



ROLE MODELS NPS 2023 (ONLINE)

quarter	score	category
1	62	Exceptional
2	33	Great
3	100	Exceptional
Average	54	Exceptional

PARENT FEEDBACK

We asked parents out of 10 how they felt about the course:

How likely are you to recommend a Role Models Course?

8.45

Rate the positive change you have seen in your child since the course.

8.27

How much did your child enjoy the course?

8.09



HEAD OF SCHOOL FEEDBACK



WELLINGTON COLLEGE
INTERNATIONAL
TIANJIN

天津惠灵顿外籍人员子女学校

“This year we have been collaborating with Role Models. The philosophy behind Role Models is to ‘help(ing) young people to thrive in life; at home, at school, and in their future workplace.’ (Role Models, 2021). This belief is paramount to us at Wellington College International Tianjin because we aim to develop our pupils holistically, so they can be confident and competent life-long learners, able to face any challenge that life presents and successfully work through to completion. It is our aim that these life skills will help our pupils to become happy, well-rounded people who have a strong belief in themselves and a positive outlook on life and their future.”



**MELISSA MEYERS, HEAD OF JUNIOR SCHOOL,
WELLINGTON COLLEGE TIANJIN**

Trustpilot

PARENT TESTIMONIALS

Role
Models

Role Models

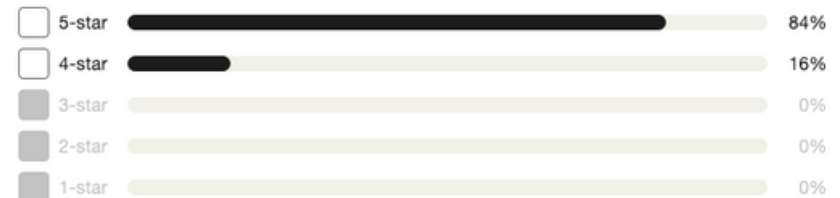
Reviews 32 • Excellent



✓ VERIFIED COMPANY

Reviews ★ 4.6

32 total



Resilience Course Review

My 3 boys, aged 9, 8 and 6 are currently attending the Resilience course and they love it! Usually I can never get any information out of them about how their day went, but after the 1st session they came home chattering away about their activities. It's also lovely how each team lead sends a summary of how the day unfolded and I am able to carry out the discussion with the kids at bedtime. Really happy they're attending.
Date of experience: 19 December 2022

[READ MORE REVIEWS](#)

-DELIA YIANNAKAKIS

OUR IMPACT: AMELIE'S STORY

Meet 9 year old Amelie.

Before working with us, Amelie would get stressed and upset by many school-based activities from timed tests to spelling bees. We spoke to Amelie's Dad to find out more.

Why did you come to Role Models for support?

"She would beat herself up if she made any mistakes and it got to the point where not trying was easier than running the risk of 'failure'. We tried to tell her that this was ok but she didn't listen to us. We wanted to find a professional to help our daughter build the skill set to be comfortable with herself and to try different things and that's how we discovered Role Models courses"

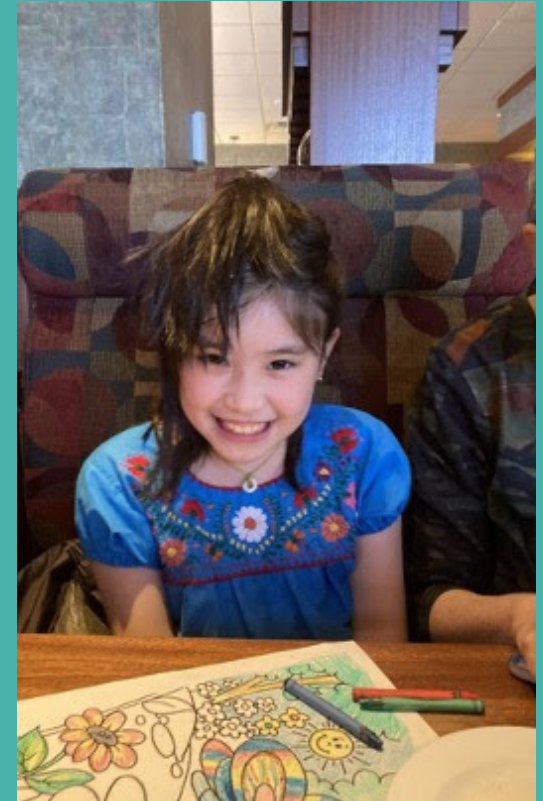
What kind of things does she learn on the courses?

"These courses have been invaluable to our daughter. She learns strategies for building her resilience, self confidence and other skills to thrive in today's environment. Each time she is given things to think about and try which gives a real opportunity to listen and truly understand."

What positive changes have you seen in Amelie?

"We have seen definite growth in Amelie. She tries things she never would have before, she is comfortable in her own skin and able to face challenges. She even gave a speech to more than 300 lawyers - a very proud moment for us."

-AMELIE'S DAD, JOINED MAY 2023



OUR IMPACT: OSLO'S STORY

Meet 10 year old Oslo.

Before joining Role Models he was lacking in confidence because he had experienced some bullying in school. He was going for weekly sessions with a wonderful play therapist but the repeated incidents left him so upset.

What kind of things did he learn on the courses?

He had been taught techniques which showed him how to take control of his thoughts and dispel them. He literally learned to manage the bullying and understand that he has control over how it makes him feel. The change in him was so radical that he no longer needed to see his play therapist.

What positive changes have you seen in Oslo?

From the bottom of my heart I can tell you that the change came after the completion of the courses because Oslo in his own way told me he could control automatic negative thoughts (ANTS). The effect lasted even until now because he understands ANTS are controllable, that he should be treated with respect at all times and also that unkindness is the problem of the bullies, not a problem with him as an individual.

I lived in many countries including West Africa and India and the adage "it takes a village to raise a child" is so true because as parents we can only do so much to support our children. I firmly believe Role Models' courses are part of the village.

-OSLO'S MUM, JOINED APRIL 2023



PARTNERS



EDUCATION CLIMATE & CHALLENGES



A congested timetable with little room for implementing non-core subjects.



The day-to-day teaching pressures have left children lacking in their emotional growth - environment.



“SCHOOLS SADLY, AND PUZZLINGLY, HAVE MADE THEMSELVES INTO EXAM FACTORIES. THE ONLY WAY THEY VALIDATE A CHILD, IS NOT BY THEIR CHARACTER, BUT BY WHAT THEY GET IN MATHS, AND ENGLISH”

-SIR ANTHONY SELDON

OUR SOLUTION

A whole school approach



STUDENTS

Impactful 5-day life skills courses during school holidays for kids aged 5 - 13. Ambitious, active, seriously fun content delivered by inspirational Role Models.



PARENTS

Engage and energise parent community through virtual parent talks on hot topics: 'How to raise resilient children', 'How to help your child develop healthy friendships'.



STAFF

Cutting edge CPD workshops with Role Models' education team on embedding life skills into everyday teaching and learning

MEET SOME OF OUR ROLE MODELS



CATHERINE CHAMBERS

Catherine is a London based artist and community arts facilitator. She has endless experience working with children creatively.

“I find the way children create art incredibly inspiring; it appears ‘free’, children draw, paint, make, for themselves and purely for the enjoyment. There are no boundaries with their imagination.

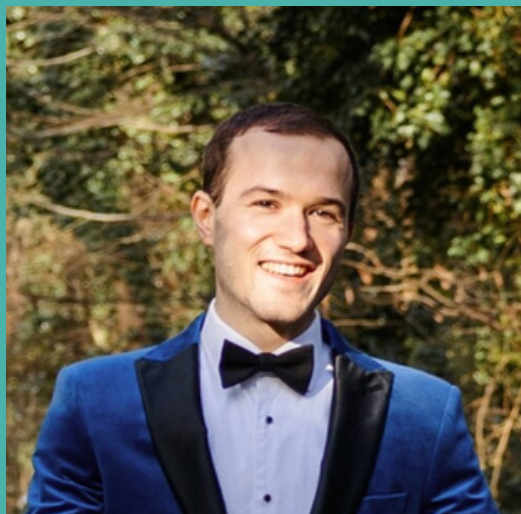


UFUOMA ODUDU

Having lived in Spain, Dubai and Brazil she has a real zest for life which sees her regularly interacting with different cultures, customs and norms.

Sport is an integral part of her life and team games such as netball as well as the more adventurous as found in climbing are what I most enjoy.

MEET SOME OF OUR ROLE MODELS



WIM GERBERBAUER

Wim is an optical engineer, building lasers, having recently completed a PhD in experimental Physics from Imperial College London, which followed a MEng in Mechanical Engineering.

This academic journey was built on a very hands-on approach to learning, preferring to understand through touch, doing and demonstration.



ALISON CARTER

Alison has a performing arts background. Her career on stage and small screen! She has performed at the Edinburgh Fringe Festival. She has also voiced a cartoon for a 3D animation series - think fairies, goblins and... cockerels!

Nowadays Alison also delivers extra curricular prop & puppetry workshops for children too!

One parent once said of her “If I could bottle what Alison has, I’d be a millionaire!”

IMPACT OF THE PANDEMIC

In July the institute for fiscal Studies and UCL published the first study of its kind and into the impact of lockdowns on children. It found that the effects of lockdowns extended beyond lost academic progress. Emotional development and social skills were harmed in just under 50% of children.

The rates of referrals for children with eating disorders has doubled.

Over the pandemic, mental health problems for children soared from 12% to 18%. The study shows that children between seven and ten bore the brunt of the lockdown.



OUR EDUCATION TEAM



Louise Treherne

Director of Character Education
louise@rolemodels.me

Louise uses her experience as a deputy head teacher to create the content for our life skills products.



Frances Waller

Education Team Executive
frances@rolemodels.me

Frances uses her expertise to keep our content inspiring, as well as manage our extensive team delivering the material.

“Our Role Models bring fresh energy and a fun environment to help inspire children; build confidence and believe in themselves”

MEET OUR ORIGINAL CONTENT

Brilliant Me Course Themes | Ages 5-7

This course teaches children how to:

A great foundation for all children, particularly those who:

Brilliant Me & My Confidence



- Feel confident
- Learn to like themselves
- Feel liked and accepted
- Feel proud of what they can do
- Think good things about themselves
- Believe in themselves

- Could celebrate their successes more
- Need to focus on their strengths
- Can be shy in certain situations
- Don't always speak up
- Lack assertiveness
- Could further bolster their confidence

Brilliant Me & My Mind



- Move away from perfectionism
- Learn to take risks and try new things
- Let go of fearing mistakes and failure
- Believe in their own capabilities
- Learn to feel positive when facing a challenge
- Move from 'I can't' to 'I can't YET'

- Compare themselves to others
- Can be reluctant to try new things
- Worry about making mistakes
- Can have a negative mindset
- Need to focus on what they can do
- Don't always believe in themselves

Brilliant Me & My Feelings



- Recognise and identify BIG feelings & emotions
- Manage frustration
- Develop ways to self-regulate
- Know how to deal with worries & nerves
- Learn why kindness is important
- Stay curious; some feelings hide behind others

- Could understand more about big emotions
- Sometimes need help to calm themselves
- Can sometimes be overwhelmed with worries
- Can't always recognise their feelings
- Don't always see how their actions impact others
- Can't always recognise how others feel

Brilliant Me & My Ideas



- Develop their imagination & curiosity
- Have confidence in their own ideas
- Develop and nurture an idea
- Understand there are many different ways to be 'smart'
- Believe in their ideas even when others shoot them down
- Dream big & realise their potential

- Could develop their creativity further
- Sometimes shy away from sharing their ideas
- Need to see that creative talents are just as impressive as academia
- Limit their creative thinking for fear of being 'wrong'
- Struggle to run with their imagination
- Find it hard to build an idea into something

MEET OUR ORIGINAL CONTENT

Course Themes | Ages 8-11

This course teaches children:

- Self confidence
- Communication skills
- How to really listen
- Teamwork
- Public speaking
- Presenting
- Body language
- Interview practice
- Debating skills

A great foundation for all children, particularly those who:

- Could improve their listening skills
- Could develop their teamwork
- Can be shy / aloof in certain situations
- Are anxious about public speaking
- Could be even better in interviews
- Don't always assert themselves
- Gravitate towards working alone

Collaboration



Resilience



- Resilience
- Reacting to change / setbacks
- Mindset & The Power of YET
- Avoiding thought traps
- Growth mindset
- How to handle making mistakes
- Mindfulness and gratitude
- Dealing with adversity
- Going outside of their comfort zone

- Show traits of perfectionism
- Don't see the benefit of mistakes
- Could strengthen their self-belief
- Don't seek challenges
- Would like to be more positive
- Can have unhelpful thoughts
- Worry about things

Leadership



- Empathy
- Understanding others
- Recognising your strengths
- Getting the best from others
- Prioritising
- Connecting and interacting effectively
- Leadership language
- Trust and respect
- Leading a team / collective effort

- Want to make a positive impact
- Lack confidence in leading others
- Need help seeing their strengths
- Could develop their empathy
- Are unaware of their impact on others
- Can be overly confident
- Want to understand themselves better

Creative Problem Solving



- Problem solving
- Strategising
- Creative thinking
- Brainstorming
- Assertiveness
- Critical thinking
- Making decisions and judgements
- Innovation
- Original ideas

- Could think more independently
- Could make better decisions
- Fail to see their creativity as a strength
- Might hold back on their ideas
- May find it hard to solve problems
- Want to develop their innovation skills
- Lack practice in strategising

PERKS OF THE PARTNERSHIP - WHAT WE OFFER



**10%
COMMISSION**



**2 ROLE MODELS
HOLIDAY COURSES AT
THE SCHOOL**



**WEBINAR &
STAFF CPD**



**MENTAL HEALTH
CHAMPION**



**MARKETING
SUPPORT**



**ADMINISTRATIVE
SUPPORT**

WHAT WE REQUIRE FROM PARTNERS



COMMUNICATING
COURSES WITH
PARENTS VIA:



LETTER FROM THE
HEADTEACHER



WHATSAPP or
PARENT PORTAL



NEWSLETTER



2 CLASSROOMS



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