



 October 2018 – September 2019 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 5-15 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 feedback from parents and children on Role Models Courses that took place in the 12 months from October 2018 to September 2019.

We've run

186%

more courses than
last year

We've worked in

4

countries
this year

We've collaborated
with

8

UK schools
this year

We've welcomed

188

new Role Models
since last October



Parent Feedback

Our 2018-2019 Parent NPS

75%¹ of parents would strongly recommend our courses to a friend (scoring a 9 or 10)

NPS = 69



¹ Based on 69 responses

Our 2018-2019 Parent Impact Data¹

90%

of parents feel
their child
enjoyed or really
enjoyed our
course

87%

of parents have seen
an improvement in
their child's Life Skills,
when asked 2 weeks
after completing one
of our courses

Parent Testimonials

“It was amazing, fantastic resources, fantastic and caring people.”

A KSA Mother

“Thanks so much for the course the other week. Although it was my Son taking the course with you, our whole family is benefiting. Together, we’re working on Power of Yet and trying to focus more on the process rather than the outcome. Your impacts are still being felt and experienced in our household.”

A British Mother

“She came out “blooming” from every session.”

A London Parent

“She is absolutely enjoying herself. Best part is able to reflect on her past experiences at such a young age and coming up with a plans how she would deal with similar situations in future. I am so impressed by the workshop content and how it is helping her!”

A London Mother

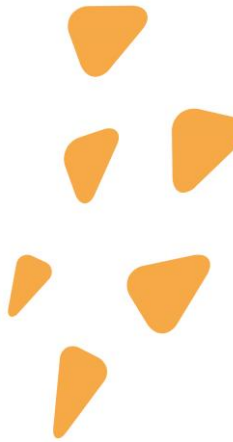


Child Feedback

Our 2018-2019 Child NPS

73%¹ of children would strongly recommend our courses to a friend (scoring a 9 or 10)

NPS = 60



¹ Based on 342 responses

Our 2018-2019 Child Impact Data

89%

of children enjoyed
or really enjoyed
our courses¹

90%

children across all our
courses feel that the
skills they have learnt
will help them in their
everyday life³

84%

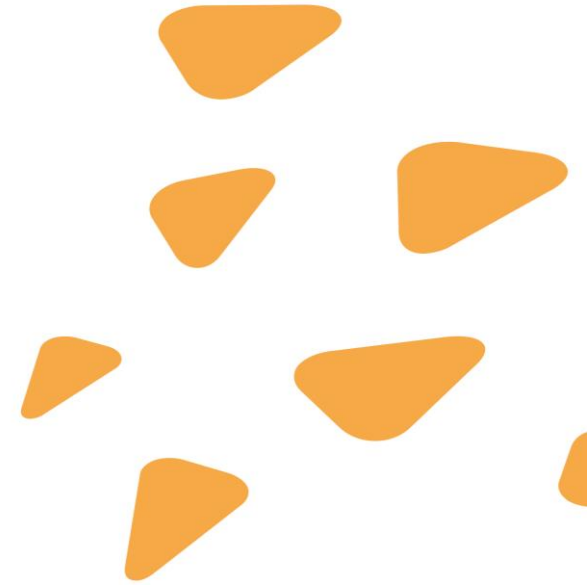
of children feel more
confident having
completed one of our
courses²

¹ Based on 385 responses ² Based on 291 responses ³ Based on 283 responses



Visit www.rolemodels.me for more info

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