

Partnership impact report

Celebrating five years of
creating social impact





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Since 2013 RSA, has supported 180 social entrepreneurs – helping tackle society's greatest challenges.

Discover how RSA's five-year award-winning charity partnership with the School for Social Entrepreneurs (SSE) has enabled the school's pioneers to scale community-led business ideas.

A message from RSA and SSE

“We’re delighted to have partnered with the School for Social Entrepreneurs (SSE) over the last five years. Our long-term relationship has been an integral part of delivering our corporate responsibility strategy Making Things Better, Together in both the UK and Canada.

“Through our partnership, we have supported the development of many passionate and driven individuals who tackle pressing social and environmental challenges head on. SSE’s programme of activities enables entrepreneurs to hone the skills all leaders need – and it’s given our leaders the chance to learn from them too!

“Colleagues across RSA have guided and mentored more than 40 social entrepreneurs through the partnership, supporting our ambitions to champion the next generation of entrepreneurs.

“Through a collaborative approach we have helped build entrepreneurs’ resilience, networks and business skills to create a



measurable impact in local communities for entrepreneurs, and business mentors alike.

“Through our partnership, we have demonstrated what can be achieved when business and the third sector work together to share skills, expertise and a passion to make a difference.”

Natalie Whitty
Communications Director,
RSA Group

“The support of RSA has been crucial to the development of SSE over the past five years, and invaluable to social entrepreneurs who are using the tools of enterprise to transform their communities and help people in need.

“From volunteering to mentoring, strategic guidance Christmas fairs, to skills workshops and expert advice – this broad-reaching partnership has enabled the growth of so many organisations creating true social value.

“It has been a real pleasure working with the team at RSA and developing a deeply impactful partnership.”



Alastair Wilson
Chief Executive Officer,
School for Social Entrepreneurs



School for Social Entrepreneurs

SSE offer programmes and support for enterprises with a social or environmental mission at their heart. These organisations generate income through trading, sales and invest their profits in causes that need additional support.

Social enterprises can be focused on helping people in need or addressing environmental challenges and many create jobs for people from disadvantaged backgrounds.

The work that SSE carries out supports more than 1,000 social entrepreneurs and charity leaders every year.

RSA Group

With a 300-year heritage, RSA is a multinational quoted insurance group. As one of the world's longest standing general insurers, RSA provides peace of mind to individuals and protects small businesses and large corporations from uncertainty. RSA operates three core business segments: Canada, Scandinavia and UK & International; and has the capability to write business in over 100 countries, employing 13,000 people.

The partnership with SSE supports RSA's commitment to developing 'thriving communities' as part of its corporate responsibility strategy – Making Things Better, Together – which launched in 2013.



RSA won the CSR Initiative of the Year award in 2015 at the British Insurance Awards

A partnership for good

Since 2013, RSA has supported SSE's flagship London 'Fellowship Programme', an immersive nine-month programme which supports social entrepreneurs to make their plans a reality through gaining the skills and knowledge needed to be successful leaders.

RSA has matched 44 senior business mentors with entrepreneurs taking part in the programme. They have provided invaluable strategic advice and guidance to social entrepreneurs and SSE itself, acting as a supportive sounding board, offering a different perspective and sharing business skills experience and networks. Many of the mentors have developed long-lasting relationships with their mentee, keeping in touch after the formal programme has ended.

Drawing on RSA's international reach, the insurer has also supported social entrepreneurs in Canada through a partnership with SSE Ontario. The contribution of mentoring, specialist workshops and webinars on topics such as business risk, and strategic support, have been instrumental in the long-term success of the entrepreneurs coming through the school.



RSA supported SSE's 20th anniversary celebration, bringing together 250 key influencers in the social sector to forge new connections, network and suggest ideas to develop SSE's support for social entrepreneurs.



What is the partnership about?

Providing support to map out strategic goals

Coaching and mentoring to overcome challenges

Sharing expertise in insurance and risk

Encouraging innovation and new ideas

Building resilience and networks

The impact of our work

Looking back over the last five years, a lot has changed for both RSA and SSE. What has remained consistent however, is the engagement between the two organisations and a mission to create positive social change through partnership.

Many small businesses struggle to remain operational after their initial launch, and this can be even more of a challenge when building an enterprise with an inherent social cause at its heart.

70% of the social entrepreneurs supported by RSA colleagues are still operating today. Compared to average start-ups which succeed at a rate of around 50%

over three years, this is a huge testament to the business mentors who have helped shape the future of many of these enterprises.

Pivotal to the success of this support is RSA's expertise in risk management, shared with social entrepreneurs through workshops, webinars and mentoring.

By supporting social entrepreneurs from all backgrounds to start, sustain and scale social enterprises, charities and community projects, RSA are enabling these business ideas to grow and thrive.





58,500 beneficiaries reached through social enterprises



100+ RSA volunteers shared advice, guidance and expertise



600+ hours of support from RSA



44 RSA business mentors



6 Christmas fairs held in RSA offices, providing a market place for entrepreneurs to promote their businesses



14 specialist workshops on insurance, risk and business skills



180 social entrepreneurs supported through mentoring, group coaching, webinars, workshops and sales

Hear Lee and Danielle's story

Project Embrace is a not-for-profit community interest company inspired by over 30 years of experience within mental health and psychiatric services.

Their range of solutions is used by a variety of customers, from individuals seeking support, to large organisations that want to provide mental health awareness and wellbeing to their staff and clients. Every aspect of their products and services are informed by lived experience.

Danielle Singer Moore, mentee and founder of Project Embrace, says of the mentoring programme with RSA:

"I didn't have a corporate background so to work with someone who has a high level of insight into the corporate world was such a valuable experience, particularly in the approach to forming business relationships and strategy.

"Within a short time we covered a lot of ground. I really appreciated his experience, honesty and patience. After our initial meeting Lee wrote a summary of the key aspects that we had looked at, which was a great source of reference for me.

"We met one-to-one on a regular basis to discuss progress, with particular attention to current challenges that I was facing."



Lee Dainty, mentor and Director of Claims Information Services Roadmap at RSA said:

“Working with Danielle gave me the chance to engage in a totally different subject and work with people I wouldn’t normally come into contact with in my corporate career.

“The mentoring opportunity gave me the chance to give Danielle some advice from a business perspective and her enthusiasm for the cause really brought to life the value our relationship with SSE, and the social impact enterprises such as Project Embrace can deliver for communities.”

www.project-embrace.com

 @projectembrace_

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RSA Canada has also partnered with School for Social Entrepreneurs for the last five years

Beyond the partnership: the impact on society

It is important to recognise that the effect of the RSA-SSE partnership goes far beyond the direct impact on entrepreneurs receiving support and RSA colleagues engaging with the programme.

The social entrepreneurs supported by SSE are personally motivated to tackle a range of issues they see in their communities. They help to reduce unemployment by providing training and boosting employability skills, address mental health issues, identify solutions to homelessness, provide environmentally sustainable products and much more.

SSE estimates that the 180 social entrepreneurs supported by RSA have reached **58,500 beneficiaries**. As part of the partnership, RSA and SSE have strengthened relationships with local communities; with **75%** of social entrepreneur’s projects employing local staff and volunteers. This also means the beneficiaries impacted from these developing enterprises are coming from within their local communities and creating a sustainable impact close to home.



The key areas our work has supported

Over the last five years we've supported entrepreneurs who:

- Build confidence and employability skills for young people
- Provide coaching and mentoring to women and black and ethnic minority (BAME) professionals advancing into senior leadership roles
- Develop tools to enable people to manage and recover from mental ill-health
- Offer free English language classes to refugees and asylum seekers
- Support veterans through rehabilitation services
- Find solutions to homelessness
- Produce environmentally sustainable products including textiles, cosmetics, foods and gifts

Hear from RSA mentor Gary



Gary Long, Director for UK and Multinational at RSA, provided mentoring support to social entrepreneur Adeola Osunbade.

Adeola was part of the first cohort of entrepreneurs mentored by RSA colleagues in 2013, and Gary spent time advising her on her enterprise that focuses on people facing multiple barriers through an innovative coaching service.

We hear from Gary on his experience of mentoring Adeola at the start of the partnership:

“When I first became involved in the mentoring programme through SSE I wasn’t really sure what to expect – I have mentored a number of people in my career but they have all worked in the corporate environment so this was something completely different.

“Working with Adeola was really refreshing as she was so different to the colleagues I come into contact with on a daily basis, and it was great to work with someone who sees things in a completely different light.

“I definitely feel as though the mentoring programme improved me as a mentor and manager in my day-to-day work, and would recommend the programme to other colleagues, particularly those who have recently started the management stage of their career.”

You can see more on the partnership between Gary and Adeola in our short video: www.seechangefilms.org/social-entrepreneurs



RSA founded the SSE YouTube channel to **share expertise** beyond the partnership.

Videos on the channel have been viewed **20,000** times.



RSA has facilitated seven business planning and group coaching sessions for entrepreneurs looking for guidance and feedback on a key development opportunity or challenge.

RSA and SSE have helped tackle:

- Poverty
- Climate change
- Education
- Health and wellbeing
- Inequality
- Food waste
- Opportunities for young people
- Gender equality

🔍 **Find out more at:** bit.ly/SSE-RSA-video

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