



2026

SUPERKIND IMPACT REPORT



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INTRODUCTION

The last 12 months have been an extraordinary period of growth and momentum at SuperKind — and more than ever, a reminder of what young people are capable of when they are given the tools, encouragement and platform to take action on the issues they care about.

We have seen thousands of children leading thoughtful and courageous social action in their schools and communities. From petitioning the council to reduce air pollution, to campaigning for universal access to free school meals and delivering their message to Downing Street, young people have shown again and again that they are not just future change-makers — they are change-makers now.



Among many highlights, we were delighted to launch our first ever Young Change-Maker of the Year Award, celebrating individual young people taking remarkable action. The response was overwhelming, with stories ranging from a Year 6 pupil tackling school attendance through peer support and sharing her story, to classrooms raising vital funds and awareness for young carers. These initiatives were powerful reminders of the empathy, leadership

and determination children demonstrate when they feel empowered to make a difference.

We are also proud that more than twice as many schools achieved the Social Impact Schools Award compared with the previous academic year. With new physical welcome packs alongside our digital resources the programme is becoming a sustained and meaningful part of school culture.

As SuperKind continues to scale, equitable reach remains at the heart of our work. Thanks to generous funder support, we have been able to offer the programme free to schools who otherwise would not have been able to participate — ensuring that children facing the greatest barriers are not left behind.

We have also been pleased to welcome a number of regional funders, particularly in areas of high deprivation, whose support has enabled us to bring SuperKind to entire regions free of charge.



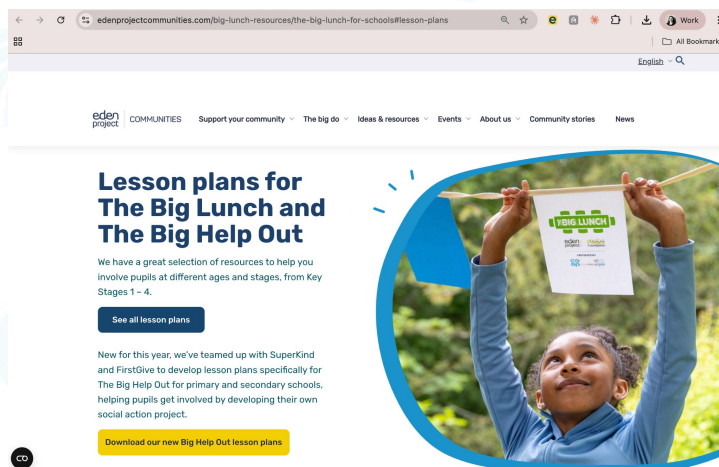
This year also marked a major milestone: £1 million has now been raised through our sister organisation (SuperKind Children's Fundraising Ltd) for over 500 charities and good causes, at a time when the charity sector faces growing challenges and fewer people are donating nationally. We have been delighted to welcome new partners including Comic Relief, BBC Children in Need and the National Literacy Trust, strengthening our shared mission to inspire a new generation of compassionate and engaged supporters. We were also proud to be selected for the second year as The Big Help Out's primary school education partner (led by the Eden Project).

We were also pleased this year to welcome a new director to the SuperKind board. Will de Laszlo, founder and joint Managing Partner at Agathos, brings extensive experience in philanthropy and strategic leadership. His insight and guidance will support SuperKind as we continue to grow our impact and empower the next generation of changemakers.

Alongside this growth, we have also undertaken one of our largest pieces of evaluation to date, surveying more than 250 schools to better understand the impact of SuperKind's social action programmes on young people — particularly in schools facing challenging circumstances. We are excited to share the findings in the report that follows, including insights into how social action can support engagement, literacy, oracy, teamwork, confidence, and sense of belonging and community.

Most importantly, our impact continues to be reflected in what children tell us: that SuperKind helps them feel more confident, more connected, and more able to shape the world around them.

Thank you to every school, charity, funder and supporter who has helped make this year possible. Together, we are growing a movement of young people determined to create a better world.



Keren Mitchell
CEO & Co-Founder

What is SuperKind?

SuperKind is the social action and enrichment platform that enables schools to bring meaningful, real-world learning into everyday education. It enables children to take action on issues they care about — building a sense of belonging, purpose and agency.

Aligned with the growing focus on enrichment, citizenship and personal development in the curriculum, SuperKind provides schools with practical, accessible ways to embed pupil-led social action across school life.

SuperKind is designed to be inclusive and impactful for all pupils — particularly those facing the greatest barriers or who may feel disengaged from traditional learning. By creating opportunities to contribute, lead and make a difference, it helps these children connect more deeply with school and their communities, while building a powerful sense of agency. Since launching in 2022, SuperKind has reached hundreds of thousands of children across the UK, supporting schools to foster engagement, confidence and a stronger sense of belonging.



**University of
Kent**

“SuperKind encourages children to consider giving, be it of time, talent or treasure, as an embodiment of actions and values that are rooted in ideas of compassion, fairness, equity and empathy. Children are viewed as current and powerful social actors, which as my own research highlights, is crucial in encouraging children's long-term ongoing civic engagement.”

- Dr Alison Body, Honorary Researcher - University of Kent

SuperKind includes:

1

Educational content

High-quality, curriculum-linked content designed to educate, inspire and empower young people to understand the world around them and their role within it.

2

Teaching resources

A wide range of practical resources to support delivery in schools, including:

- **Online resources:** lesson plans, assembly plans, worksheets, videos and activity guides
- **Physical resources:** posters, stickers, badges and other materials to support and celebrate social action

3

A safe fundraising platform for young people

The world's only fundraising platform designed specifically for children, enabling them to raise money for causes they care about in a way that is safe, legal and easy for schools to manage.



ThirdSector
Awards

Winner
2023

"An incredible concept inspiring young people to give... We want to create a positive future generation and SuperKind definitely does that."

- Judging Panel, Third Sector Awards

The Benefits of SuperKind/Social Action

Social Action has a transformative effect on young people. Engaging in social action has been shown to **reduce anxiety levels in children by over 20%** ⁱ. Taking action can turn pessimism and powerlessness into empowerment – an especially powerful transformation for children who have been made to feel powerless by their circumstances. Further proven benefits include:

- Developing character qualities such as **empathy, cooperation, resilience** and **problem-solving** ⁱⁱ
- **Higher grades** ⁱⁱⁱ
- **Lower absences** ^{iv}
- **Employability skills** ^v
- **Sense of Community** ^{vi}

What's more, the benefits are long lasting: young people's social and political orientations are formed early, and once formed they are persistent ^{vii}. We know that when children engage in meaningful social action before the age of 10, they are **twice as likely to be regularly charitable as adults** ^{viii}.





This is significant in a country in which the proportion of young people donating to charity has dropped by a third since 2017 ^{ix} and the demographic that support many charities is ageing. Even more so, it is essential in the raising of a generation of pro-active change-makers who will be equipped with the knowledge, kindness and agency to take on the Superproblems that they will inherit.

Social action has also been shown to have a significant **benefit to teachers** in areas including sense of wellbeing, building community relationships and sense of empowerment, contributing to increased teacher retention^x particularly in challenging school contexts.



"SuperKind has been a game-changer for our community projects. It's so simple to navigate, delve deeper into global issues, and discover impactful actions. The change-maker case studies serve as a true inspiration for our children. We're truly grateful to all at SuperKind for creating such an accessible and impactful resource."

- Surrey Square Primary School

SuperKind's Theory of Change

PROBLEM	INPUTS	ACTIVITIES	OUTPUTS
<p>Young people — particularly those facing disadvantage — are not consistently given opportunities to develop agency, empathy and civic engagement through meaningful real-world action. This contributes to disengagement from school, weaker development of essential life skills, and a long-term decline in civic and charitable participation.</p>	<ul style="list-style-type: none"> • Superkind digital platform (education + fundraising) • Curriculum-linked educational content • Teaching resources (digital and physical) • School partnerships and teacher support • Charity partnerships • Funder support enabling equitable access 	<ul style="list-style-type: none"> • Pupils design and lead social action projects • Pupils choose causes they care about • Fundraising, campaigning, and community action • Teachers embed social action into curriculum and enrichment • Schools build cultures of pupil-led social action 	<ul style="list-style-type: none"> • Number of schools and teachers engaged • Number of pupils participating • Number of social action projects completed • Number of causes supported • Amount of funding raised for charities

UNDERPINNING PRINCIPLES

- Equity of access for all young people
- Pupil-led, youth voice-centred approach
- Real-world, meaningful social action

SHORT-TERM OUTCOMES

- Increased sense of agency (feeling able to make a difference)
- Increased engagement in learning and school life
- Development of essential skills (e.g. communication, teamwork, leadership)
- Stronger sense of belonging and connection to community

MEDIUM-TERM OUTCOMES

- Improved engagement of previously less engaged pupils
- Sustained sense of agency over their own lives and choices
- Strengthened and applied essential skills in real-world contexts
- Deeper connection to local and wider communities
- Increased civic and charitable participation

LONG-TERM IMPACT

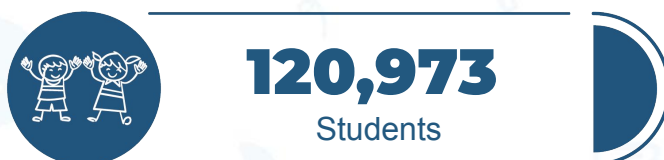
Young people:

- Improve their their own lives through increased skills, belonging and agency;
- Strengthen their communities through deeper connection and civic engagement;
- Help shape a better world as a generation of active, empathetic changemakers.

UNDERPINNING PRINCIPLES [continued]

- Alignment with curriculum and school priorities
- Scalable, structured delivery model for schools

SuperKind's Impact to Date



Where we currently work

SuperKind's model is extremely scalable. As a result, the platform is being used by schools nationwide.

Early years settings, primary & secondary schools, and alternative learning providers are enjoying our resources, across both the state and independent sectors.



* This map shows the geographical locations of schools registered on SuperKind. In some cases a school doesn't provide their postcode when registering so there are further users of the site for whom we do not have geographical data.

Curriculum Change: A Huge Opportunity for SuperKind

This year has also brought exciting progress in the wider policy environment for youth social action in schools. Over the past three years, SuperKind has contributed to national conversations about the role of citizenship and social action in education - including a recent meeting with the Minister for Schools, Georgia Gould MP - so it was hugely encouraging to see our calls for more citizenship education reflected in the government's curriculum review and the recent *Every Child Achieving and Thriving* White Paper.

With citizenship now set to become a statutory part of the primary curriculum from 2028, and social action expected to play a key role in enrichment across all age groups, we believe many more schools will be looking for practical, affordable ways to bring active citizenship and social action into the classroom. SuperKind is well placed to support schools to respond to this opportunity at scale.



“Not only brilliant, carefully considered, totally of the moment, using the voice and impact of young people but IT IS FREE. Trust me, you will find space for this somewhere in your curriculum or extracurricular offer. Once you see it, it will speak to your values.”

- Lauren Costello OBE, Executive National Director
Various Education Trusts

Evaluation and Evidence

Impact according to teachers:

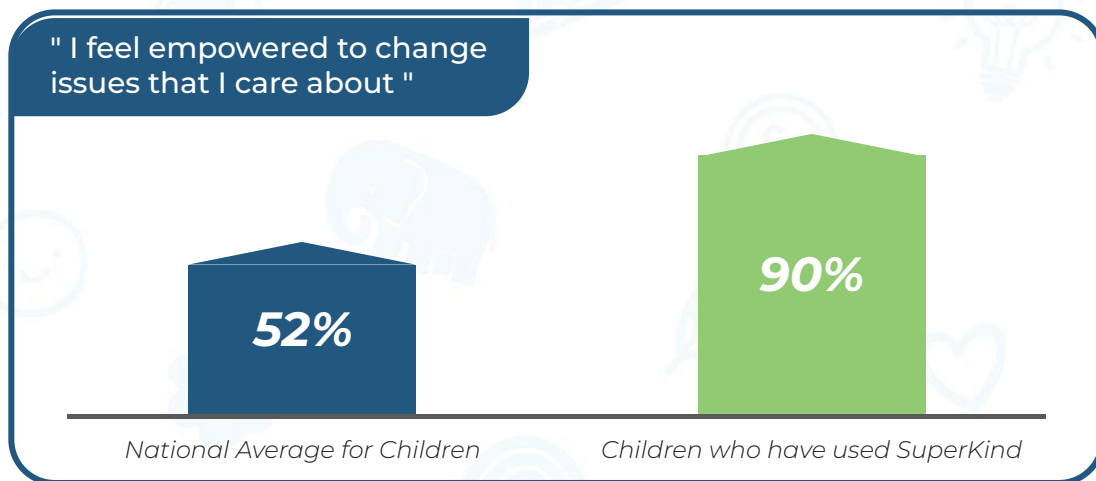
We recently completed our largest evaluation to date, gathering feedback from teachers at more than **250 schools** to better understand the impact of SuperKind's social action programmes, particularly in schools facing challenging circumstances. The results show consistently strong positive impact across all areas measured.

- **SuperKind strengthened our role in the local community:**
 - 84%** of all schools agree or strongly agree
 - 100%** of schools who expressed a view agree or strongly agree
- **SuperKind increased pupils' sense of belonging:**
 - 84%** of all schools agree or strongly agree
 - 100%** of schools who expressed a view agree or strongly agree
- **SuperKind helped pupils develop essential skills more fully:**
 - 82%** of all schools agree or strongly agree
 - 100%** of schools who expressed a view agree or strongly agree
- **SuperKind improved pupils' confidence**
 - 80%** of all schools agree or strongly agree
 - 100%** of schools who expressed a view agree or strongly agree
- **SuperKind increased pupil engagement:**
 - 77%** of all schools agree or strongly agree
 - 100%** of schools who expressed a view agree or strongly agree
- **SuperKind particularly increased engagement among pupils who may lack confidence or feel disconnected from school:**
 - 75%** of all schools agree or strongly agree
 - 100%** of schools who expressed a view agree or strongly agree

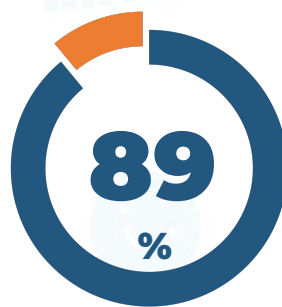
"We've seen several pupils who can appear disengaged in more traditional lessons really come alive during SuperKind projects. The practical, purposeful nature of the activities gives them a clear sense of meaning and audience, which seems to spark their motivation. In particular, a couple of children who are usually quieter or reluctant to contribute were far more vocal when sharing ideas and taking ownership of their roles within the project. It was wonderful to see their confidence grow and their strengths shine in a different context." - Teacher

Impact according to students*:

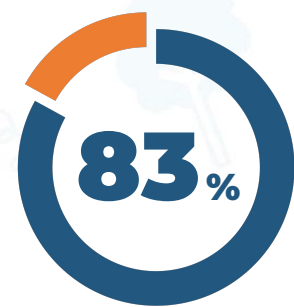
Research demonstrates that children who have used SuperKind report a sense of empowerment of **90%**, compared to the national average of **52%** (i.e. **+73%**).^{VI}



of children say that using SuperKind has made them understand and care more about other people, animals, and the planet.



of children say that using SuperKind has made them more aware of issues in their local community or the wider world.



of children say that using SuperKind made them want to do more social action work.

3.75

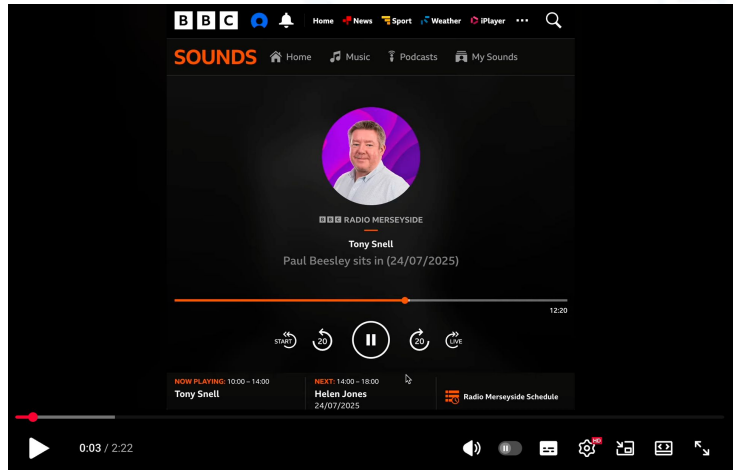
On average, children using SuperKind reported having acquired **3.75** new skills including leadership, communication, empathy, critical thinking, and more.

* Based on surveys completed by 600 young people between the ages of 4 and 18.

Case study - Monksdown Primary School

Monksdown Primary School in Norris Green, Liverpool was a certificate winner for the 2025 Primary School of the Year 'Making a Difference' Award at the Pearson National Teaching Awards.

Their social action has taken children to Number 10 Downing Street, amongst many other impactful initiatives. You can listen to their school social action leader, Ann-Marie Ferrigan, alongside SuperKind's founder on BBC Radio Merseyside here:



<https://superkind.org/monksdown-primary-school>

Monksdown Primary School is a vibrant, inclusive community driven by its mission, "Where Children Come First." The school is committed to empowering every child and family to aspire, find their voice, and make a meaningful impact both locally and globally.

Located in a significantly disadvantaged area, Monksdown serves a community where many families face economic hardship and often struggle to be heard. The school actively champions its families, acting as a safe, nurturing hub where barriers are broken and aspirations are raised.

The school supports a richly diverse pupil population, with 59% eligible for Pupil Premium, 33% with SEND, and 42% who speak English as an Additional Language. Pupils are nurtured to become confident, compassionate and independent individuals, living out the values of being Respectful, Resourceful, Resilient and Responsible.

SuperKind was introduced as a natural extension of this work. After discovering the platform through other schools, staff recognised it as a strong fit for their ethos. It provides a structured way for pupils to express themselves, champion causes they care about and take action on issues affecting their communities and the wider world. SuperKind has supported both staff and pupils to grow in confidence and leadership.

" SuperKind empowers Monksdown staff and children to be the confident, compassionate changemakers we know they can be. It strengthens our culture of inclusion, action, and pupil leadership."



*Ann-Marie Ferrigan
Social Action Leader
Monksdown Primary School*

It has helped children who may not traditionally see themselves as leaders to step forward, take ownership and recognise their potential, regardless of background, need or language. This has led to a wide range of powerful pupil-led initiatives. One standout example is the kNOwKnifeCrime Relay Run, where Monksdown hosted the starting point of a citywide campaign raising awareness about knife crime. Pupils helped raise £2,152 to fund bleed kits and first aid training, benefiting over 2,500 young people. The School Council played a central role in organising and promoting the event, demonstrating maturity and courage in tackling such an important issue.

Pupils have also been active campaigners for Free School Meals for All, collaborating with other Liverpool schools to advocate for change. They wrote persuasive letters, created campaign materials and travelled to 10 Downing Street to deliver their message directly to the Prime Minister.

Another impactful initiative, the "Sleep-Out to Help Out," saw over 100 pupils spend a night at school to raise awareness of homelessness, generating more than £2,300 for the charity Petrus.

The impact of these experiences has been transformational. Pupils have developed confidence, leadership skills and a strong sense of agency.

Many who may not have previously seen themselves as leaders have stepped forward, recognising their ability to influence change regardless of their background or circumstances.

At Monksdown Primary School, social action is not an add-on; it is central to the school's mission, ensuring every child can find their voice and make a meaningful difference.





LOOKING FORWARD

This report outlines the impact of **our work over the past year** — a year of continued growth, deepening engagement and an increasing evidence base for the role of social action in supporting young people’s sense of belonging, agency and connection to their communities. As we continue to learn from schools and young people, we are strengthening our programmes to ensure they are as impactful, inclusive and easy to deliver as possible.

By end 2028, we aim to:

- *Directly engage **1 million children** in meaningful social action per year.*
- *Support **12,000 schools** in meaningfully integrating social action and philanthropy into their educational offering.*
- *Empower children to take **4 million social actions** per year in support of their communities and the world around them.*
- ***Raise £10 million+** per year for UK charities.*

As we scale, we will prioritise equitable reach, ensuring that children who face the greatest barriers are not left behind. By 2028, at least half of all children directly engaged through SuperKind will be from schools meeting one or more of the following criteria: above-average Free School Meals eligibility, location within the top 30% most deprived areas according to the Income Deprivation Affecting Children Index (IDACI), or serving communities with historically low levels of social capital.



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EDUCATING, INSPIRING AND EMPOWERING THE NEXT GENERATION OF CHANGE-MAKERS

With Thanks

Our work is only possible thanks to the amazing support of our funders.

We would like to thank all of them including:

**Pears
Foundation**

De Laszlo Foundation

DELANCEY

The Broomton
Foundation



The Wixamtree Trust
Supporting the communities and people of Bedfordshire

Amplify Impact
Foundation



THE ELLIS CAMPBELL
FOUNDATION



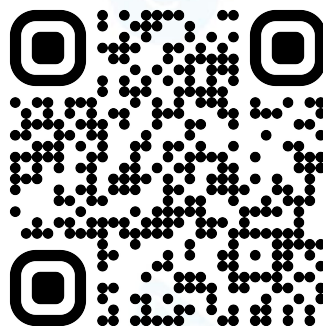
DUCHY of LANCASTER

Peter Ward



If you are interested in supporting our work too, please get in touch:

hello@superkind.org



www.SuperKind.org