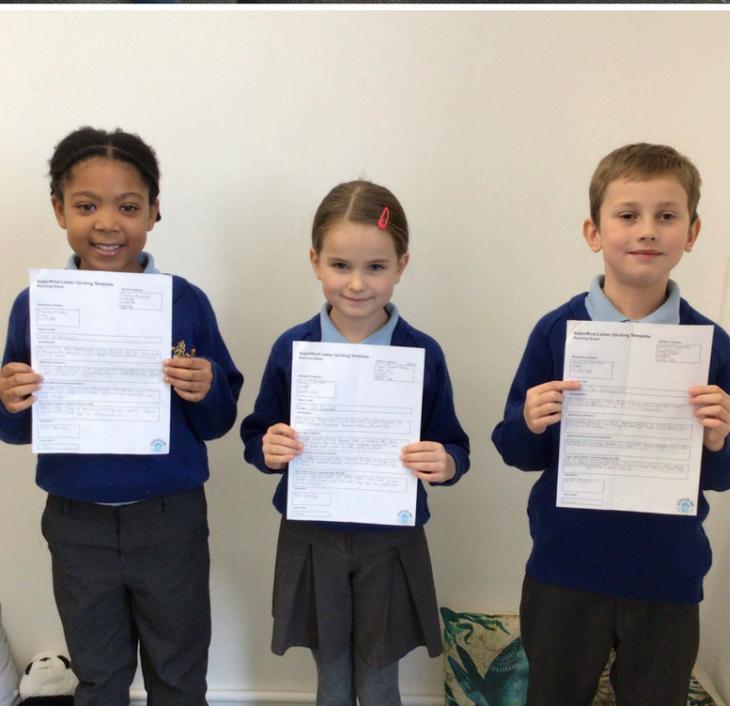




SUPERKIND IMPACT REPORT





CONTENTS

1. Introduction – Keren Mitchell, CEO & Co-Founder	4
2. What is SuperKind?	6
3. The Benefits of SuperKind/Social Action	8
• SuperKind in Numbers	9
• Where We Currently Work	9
4. Outcomes	10
• Outcomes for Students	10
• Outcomes for Schools	11
• Case Study - Surrey Square Primary School	12
• Outcomes for Charities	14
6. SuperKind According to Young People	16
7. Looking Forward	17
8. References	18

INTRODUCTION

2024 has been a remarkable year of growth at SuperKind.

The summer saw the conclusion of the first full year of The Social Impact Schools Award. It was heart-warming to read about the amazing actions that schools have been inspired to take through SuperKind - from collecting unwanted eyeglasses to send to Africa to tree planting in the local area to writing letters to the local council about pervasive pest problems in students' homes. The feedback from teachers has been fantastic (**100% would recommend us to other teachers**) and registrations for this year's Award have already trebled in comparison to last year, touching **nearly 1,000 schools**.

We've also seen thousands of incredible fundraising campaigns created on SuperKind - from sponsored dance-a-thons for WWF to sponsored silences for their own school charity! Our recent '[Fundraising For A Better World](#)' partnership campaign with The Week Junior magazine is a great example of our efforts to inspire young philanthropists and we've also continued to work closely with a wide range of charities (including Place2Be, FareShare, Anti-Bullying Alliance, Child Poverty Action Group, Battersea Dogs & Cats Home) to support them in their essential work of engaging a new generation of supporters.

Most importantly, recent research showed that **90% of children who had used SuperKind felt empowered to change issues that they cared about**, compared to a national average of just 52% - showing that SuperKind's platform is really succeeding in our goal of empowering young people to be change-makers. As Finnian, a student at Bishopton Redmarshall CE Primary School told us: *"Using SuperKind has changed the way that I think. I think a lot more selflessly than before and I consider others in different ways. It encourages us to do bigger and better things and reach a wider audience. It gives us a platform for change, and it inspires us to be better people."*

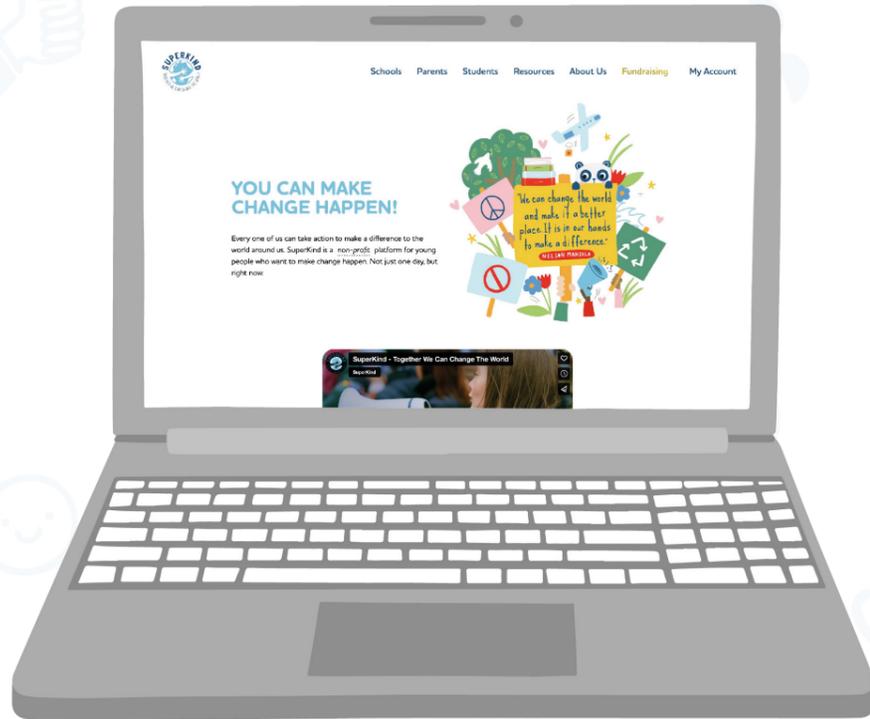


Keren Mitchell
CEO & Co-Founder



WHAT IS SUPERKIND?

SuperKind is the social action platform for young people. Launched just over two years ago, the platform is already being used by over a thousand schools and tens of thousands of children across the UK.



Our platform provides schools and children with a huge range of free-to-use resources and tools to educate, inspire and empower young people to engage in social action and make a positive difference to the world around them. The platform also provides charities with an essential means to engage with young supporters. SuperKind was the recipient of the **2023 Third Sector Award for Digital Innovation** – one of the most prestigious awards in the charity sector.

The platform was built with experts (including Dr Alison Body, the UK's leading researcher in philanthropy in children) to be impactful and easy for teachers and schools to use. Our Board of Advisors includes experts in education and philanthropy, including the co-founder of JustGiving, the CEO of Big Education multi-academy trust and current and former head-teachers.



"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 platform includes:

1. Educational Content

World-leading lesson plans on the 17 UN Sustainable Development Goals and other important global issues.

2. Inspirational Case Studies

Over 50 case studies of young change-makers, providing role models for young people of all ages, backgrounds, and ethnicities.

3. Social Action Toolkits

Step-by-step toolkits for 12 different types of social action.

4. Charity Directory

Curated list of over 50 charities with bespoke content written specifically for SuperKind. A further 40,000 charities to raise money for.

5. Tracking System

Bespoke system for teachers to track social action and award badges to students.

6. Award Scheme

Recognition and rewards for schools and students who take social action, including the Social Impact Schools Award.



"SuperKind has been an incredible addition to our school. The platform is easy to use, safe, informative and inspirational for our pupils. It has become an integral part of the service element of our programme and we can see so many ways that we can continue to expand on how we use the platform within school life, with great benefit to the pupils."

- Notting Hill Prep School

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 anxiety and pessimism into agency and empowerment and develop a wide range of non-academic skills. Proven benefits include:

- Developing entrepreneurial qualities such as **leadership, cooperation, resilience** and **problem-solving** ^{II}
- **Higher grades** ^{III}
- **Lower truancy** ^{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 where charitable donations are in significant decline ^{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, passion and agency to take on the problems 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



SuperKind in Numbers

1,300
SCHOOLS

68,000
STUDENTS

156,000
Social actions logged

Where We Currently Work



SuperKind is being used by schools nationwide.

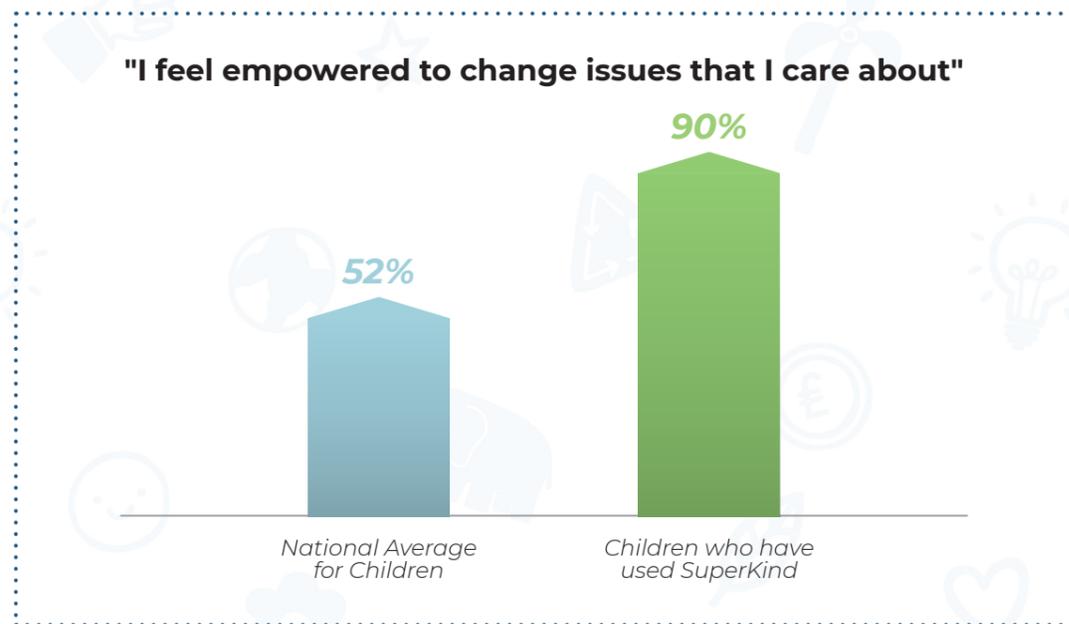
Early years settings, primary and secondary schools, and alternative learning providers are enjoying our resources, across both the state and independent sector.

* This map shows the geographical locations of schools registered for The Social Impact Schools Award. There are several hundred other schools using our fundraising platform and/or free resources for whom we do not have geographical data.

OUTCOMES

Outcomes for Students

Recent 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%)



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

3.8 - children using SuperKind reported having acquired an average of 3.8 new skills including leadership, communication, empathy and critical thinking.

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

Outcomes for Schools

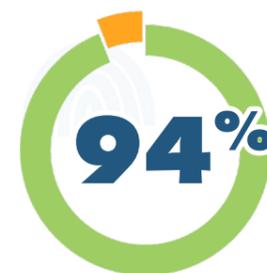
The feedback we have received from schools this year has been outstanding:



of schools said SuperKind had encouraged them to take more social action than before



of schools said taking social action through SuperKind felt more meaningful



of schools said they would use SuperKind again

* Based on surveys sent to 60 schools using SuperKind

How schools use SuperKind

SuperKind is a 'one stop shop' for social action resources and programmes. It is a flexible platform that schools can use as they choose, to fit their own set up and curriculum – all to bring meaningful social action and active citizenship education into the classroom. The case study on the following page gives a great example of how one school uses SuperKind.



"SuperKind is brilliant, carefully considered, totally of the moment and using the voice and impact of young people. 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, Executive National Director of several Educational Trusts

Case Study - Surrey Square Primary School

Surrey Square Primary School in Southwark, London won the 2024 National Primary School of the Year Award at the Pearson National Teaching Awards. They use SuperKind extensively as part of their vision to **'Build a better world for children & others'**.

We recently made a short documentary demonstrating their work, which can you watch here: <https://superkind.org/surrey-square-case-study>.



This case study, from Headteacher Matt Morden, also gives a demonstration of how SuperKind us being used in schools.

"I discovered SuperKind on Twitter in a bid to find a resource that would help strengthen and refine our curriculum offer.

I was struck by the breadth of resources on offer and felt that SuperKind had all the resources needed to execute school social action projects, in one place. Our community projects team and I particularly liked the idea of engaging our students with the UN Sustainable Development Goals as we felt it helps children realise the extent to which they can contribute towards a global movement.

At Surrey Square Primary, we are proud to be **'More than a school'**. We are committed to supporting our families and community and we strive to balance academic learning with developing well-being, relationships and values that reach far beyond the National Curriculum.

We've always had a strong commitment to campaigning for issues that directly affect our families and feel this is part of our duty as a school. Historically these campaigns have tended only to involve children and families directly affected by the issues. Upon noticing that our campaigns not only resulted in important changes within communities, but they also empowered our children and families to see the difference that they can make, we wanted to make campaigning more of a universal offer.

SuperKind has been a game-changer for our community projects this year. It's so simple



to navigate, empowering our staff to delve deeper into global issues and discover impactful solutions and actions. It has helped us make social action and community projects a curriculum offer, so that every child at Surrey Square Primary School is empowered to take action for causes that they care about – whether that be rats in flats, overuse of electrical appliances, or the resultant pollution of disposable face masks.

We're truly grateful to all at SuperKind for creating such an accessible and impactful resource."

- Matt Morden, Head Teacher, Surrey Square Primary School



Outcomes for Charities

SuperKind offers the world's only cross-charity fundraising platform for young people. The platform enables children to raise hundreds of thousands of pounds for good causes every year, and was the recipient of the prestigious Third Sector Award for Digital Innovation in 2023. There are more than 40,000 charities and good causes registered on the platform and we are adding new charities every week.

SuperKind also plays a crucial role in supporting the future resilience of the charity sector. We work extensively to introduce young people to the work of exceptional charities, as well as supporting charities to engage meaningfully with the next generation of philanthropists. We do this through our partnerships with a range of national and international charities such as Comic Relief, WWF and FareShare, who in turn promote the SuperKind platform to their users. We also work hard to find smaller charities and of course we especially love to promote youth-led charities, such as Kids Against Plastic, whose work we feel young supporters will really engage with.



Some of the charities SuperKind is partnered with:



CHILD POVERTY ACTION GROUP

"SuperKind is filled to the brim with information, tools and educational resources to teach children about important issues in society and inspire them to make a difference."

- Child Poverty Action Group



SUPERKIND ACCORDING TO YOUNG PEOPLE

“

I like making a difference because it makes me feel like the little thing I did made a big difference.

”

“

I like helping people less fortunate than myself and I like helping the environment. It makes me feel good.

”

“

Making an action makes me feel empowered and proud of who I am and what I am doing. I would like to make more positive actions to the world to make me feel this way.

”

“

Taking social action makes me feel strong and brave.

”

“

I feel good and proud of myself. I realise I have made a change and I know that because I think that all the little things you do could make something big.

”

“

I feel kinder than I already am and grateful for the things I have. Knowing I can help others feels amazing.

”

“

I feel uplifted & happier with myself as I've done something really good for the world and for the rest of the day I feel really proud of myself about that I've done something better for the world.

”

“

I feel a superhero to people that need help and care.

”

“

I feel empowered because it made me feel like if I want to make a change I can because if you are passionate about something you can achieve it.

”

“

It makes me feel good and proud when I do something to help the community or the area or anything bigger like when I did the global goals for gender equality it made me feel nervous but then I felt as though I had made a difference.

”

LOOKING FORWARD

This report outlines the impact of **our work in 2024**, only the second full year of **SuperKind**. This year has been marked by transformative growth and continued improvements to our offering as we work with schools and learn from them.

In 2025 we look forward to:

- Reaching over **3,000** schools, and approximately **600,000** students with the transformative power of social action
- Helping young people raise over **£500,000** charity
- Expanding our resources with assembly videos and increasing our offering to early years and secondary settings
- Partnering with more charities to support their efforts in engaging the next generation of philanthropists



REFERENCES

- I • Kirkman E, Sanders M, Emanuel N, Larkin C (2015) Evaluating Youth Social Action: Final Report [PDF]. Available at: <https://www.bi.team/wp-content/uploads/2016/01/YSA-Report-Final-Version1.pdf>
- II • Kirkman E, Sanders M, Emanuel N, Larkin C (2015) Evaluating Youth Social Action: Final Report [PDF]. Available at: <https://www.bi.team/wp-content/uploads/2016/01/YSA-Report-Final-Version1.pdf>
- III • Ofsted (2016) How social action is being applied to good effect in a selection of schools and colleges [PDF]. Available at: https://assets.publishing.service.gov.uk/media/5a805363e5274a2e87db92b8/How_social_action_is_being_applied_to_good_effect_in_a_selection_of_schools_and_colleges.pdf
- IV • Ofsted (2016) How social action is being applied to good effect in a selection of schools and colleges [PDF]. Available at: https://assets.publishing.service.gov.uk/media/5a805363e5274a2e87db92b8/How_social_action_is_being_applied_to_good_effect_in_a_selection_of_schools_and_colleges.pdf
- V • CIPD and YouGov (2015) Learning to Work survey 2015
- VI • <https://www.gov.uk/government/publications/centre-for-social-action/centre-for-social-action>
- VII • Van Deth, J. W., Abendschön, S., Vollmar, M. (2011). Children and politics: An empirical reassessment of early political socialization. Political Psychology, 32, 147-173
- VIII • Arthur J, Harrison T, Taylor E (2015) Building Character Through Youth Social Action: Research Report. The Jubilee Centre & University of Birmingham [PDF]. Available at: http://epapers.bham.ac.uk/1967/1/Building_Character_Through_Youth_Social_Action.pdf
- IX • <https://www.cafonline.org/about-us/publications/2022-publications/uk-giving-report>
- X • Nik Gunn, Aidan Daly and Mehak Tejani; Make It Authentic: Teacher experiences of youth social action in primary schools. (2023)

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

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

We would like to thank all of them, including:



De Laszlo Foundation

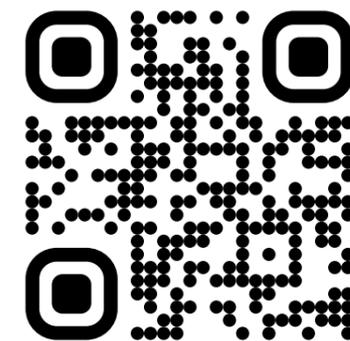


SIGRID RAUSING TRUST



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

hello@superkind.org



www.superkind.org