



WE RISE IMPACT REPORT 2022/3

**HOW WE EMPOWER
YOUNG PEOPLE TO
CREATE
SUCCESSFUL
FUTURES**

WE RISE IS A NON PROFIT
COMPANY ROOTED IN
BRIXTON, DIVERSITY IS IN
OUR DNA





**Founded by people on a mission to tackle social disadvantage,
we've reinvented work experience for the 21st century**

**Our values guide us every step of the
way:**

We Empower

We create opportunities for exploration and experience so young people discover who they are and what they can do.

We Coach

We are open and supportive, give constructive feedback and create spaces where everyone can learn

We Rise

Together we can create a community where we all can succeed.

Our team's diverse lived and professional experience, deep understanding of work, education and young people are a powerful mix

We Collaborate

We partner with organisations, creatives and professionals to up-skill young people and deliver value for clients





OUR MISSION is to empower young people to create successful futures, this is how we do it:

workshops and masterclasses

We create inspiring opportunities for young people to interact with professionals and practice the skills needed for different careers

work experience projects

Our award-winning, project-based work experiences are life-changing for young people, rewarding for collaborators and insightful for clients

Mentoring

We train mentors from many professionals to support young people to make life changing decisions about their future

careers programmes

Our coaching based schools programmes build confidence, resilience and a sense of self as young people explore the world and themselves to develop their Story Of Me



To date We Rise has delivered:

61

PROJECTS AND PROGRAMMES INVOLVING:

83

COMPANIES AND ORGANISATIONS FOR:

1,545

YOUNG PEOPLE PROVIDING:

47,035

HOURS OF INSPIRING OPPORTUNITIES



In 2023 we have worked with:

186 Young People
92%
OF BLACK OR MIXED ETHNICITY

81
PROFESSIONALS WHO HAVE VOLUNTEERED AS MENTORS

14 Schools
WHO HAVE SENT US STUDENTS

3
FUNDERS WHO HAVE SUPPORTED US

6
CLIENTS WHO HAVE COMMISSIONED PROJECTS



Our Work Experience Projects cover the following 4 themes:



CASE STUDY: FILM "ENGAGE THE FUTURE" – WHY WE MUST GIVE YOUNG PEOPLE A SAY IN THE DESIGN OF BUILDINGS AND PUBLIC SPACES

"Young people don't get our voices heard. We don't get to design the spaces and places that we live in."

Youth Voice



CASE STUDY: Young researchers working for The Felix Project bring enormous added value again!

If you want your organisation to reach young people and engage with them effectively then there's...

Research and Engagement



CASE STUDY: ITV X WE RISE: THE IMPACT ON YOUNG PRODUCERS GROWS WITH EVERY COMMISSION

Perfect Partnership ITV Win knows that like many other industries TV needs to...

Film and TV



CASE STUDY: ELEVATE BE A CREATIVE – Telling the story of 2020 in lights

As part of our Elevate project, We Rise collaborated with Squire & Partners on Winter Windows...

Creative

Find out more and read all our case studies at www.werise.org.uk/blog



Fire exit



"Getting the concepts to the design stage at such a high level was incredibly impressive, particularly given the short time you had to do so."
Brixton LFA Judging Panel

**Work Ex
Projects:
Youth Voice**

**YOUNG PEOPLE AT
THE CENTRE OF
BRIXTON PROJECT**

**CLIENT: London
Festival of
Architecture**

Our formula creates a win - win situation where young people get high quality experience and our Clients get a valuable, unique response to their brief.



"You're not only finding out what you need to from your project but also are able to see a group of young people grow and learn.

Alice Handelman-Pedroza - The Felix Project
Schools & Young People
Programme Manager

**Work Ex
Projects:
Research and
Engagement**

**VOLUNTEERING
RESEARCH PROJECT**

**CLIENT: The Felix
Project**

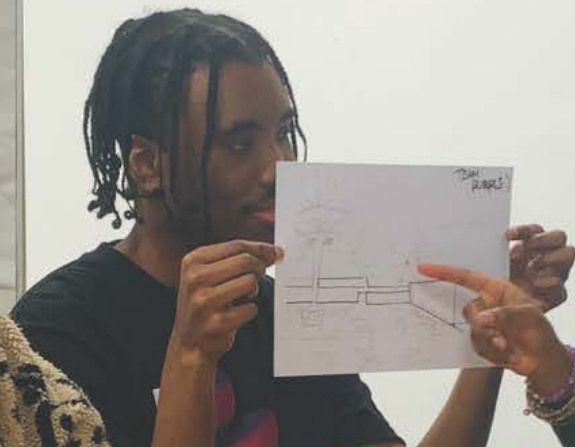
**We make it easy to
organise work experience
and our tried and tested,
outcome-focused projects
bring eye-opening insights**



for the somerleyton passage that
young people want

①
②

What for
want like



"Thank you again for the workshop,
the images and drawings collected
look great!"
Jack Chambers - Link City

**Work Ex
Projects:
Research and
Engagement**

**SOMERLEYTON
PASSAGE YOUTH
ENGAGEMENT
PROJECT
CLIENT: LINK CITY**

**We make it easy for
organisations to reach and
hear what young people
think the future of their
community should provide.**



How do we help you increase diversity in your industry? We create partnerships to give young people from diverse backgrounds opportunities to learn about and experience your industry.

**Work Ex
Projects:
Film and
TV**

**TV COMPETITION
ADVERT PROJECT
CLIENT: ITV WIN**

Gen Z are the most diverse generation in history. Spirited, street-smart, tech-talented and media-wise - our communities are the future.

See all our films on our You Tube channel @ We Rise Brixton



**Work Ex
Projects:
Creative**

**CREATIVE BOOTCAMP
PROJECT** in
partnership with the
FMA
**CLIENT: Lambeth
Council's ELEVATE!
Programme**

**'Everything on this
course is not what I
learned at school. This
course was so
beneficial to even my
self esteem.'**

**Our formula creates a win -
win situation where young
people get high quality
experience and our Clients
get a valuable, unique
response to their brief.**



'It's great to know my interest in a subject is actually used in so many different roles.'

workshops and masterclasses

We create inspiring opportunities for young people to interact with professionals and practice the skills needed for different careers

YOUTH CONNECT CAREER INSIGHT WORKSHOPS

Finance, Digital and Tech

YOUTHCONNECT
@3SPACE

A programme of careers networking events for young people

Monday 24th APRIL 5-7PM

Book your place here

Marketing, Advertising, TV, Animation and Illustration

YOUTHCONNECT
@3SPACE

A programme of careers networking events for young people

Wednesday 10th May 5-7PM

Book your place here

Business, Politics and Law

YOUTHCONNECT
@3SPACE

A programme of careers networking events for young people

Wednesday 3rd May 5-7PM

Book your place here

Design, Fashion, Textiles, Architecture and Engineering

YOUTHCONNECT
@3SPACE

A programme of careers networking events for young people

Wednesday 17th May 5-7PM

Book your place here



Mentoring

We train mentors from many professionals to support young people to make life changing decisions about their future

“Mentoring with We Rise has been hugely rewarding. Their platform means that mentees are able to reach out to you based on your area of expertise. This means that they know what support they’re looking for from you from the get go, which gets the relationship off to a great start.”

DIGITAL MENTORING PLATFORM

270

young people have been introduced to our mentoring programme

150

professional volunteers have received bespoke mentoring training

64

young people have successfully completed their mentoring journey



Kath Bailey from IPSOS providing expert focus group coaching to our Volunteering Research Project Team

Partnerships and Supporters

This year we have partnered with the Fashion Minority Alliance and our supporters include Ipsos, Cedar, Verizon, RG Foundation and Derwent London who have provided donations or volunteers to help our projects



Global research firm Ipsos support us with volunteers for all our research projects

We Rise has established a formal partnership with the IPSOS REACH (Race, Ethnicity and Cultural Heritage) Network,



1,770
Instagram
followers

41
You Tube
subscribers

Partnerships
and Supporters
We keep in touch
with our
community



We Rise Brixton

@werisebrixton2446 · 48 subscribers · 51 videos

We Rise is an award winning community business with a mission to empower young people to create successful futures.

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Videos



We Rise X FMA Creative BOOTCAMP!
56 views · 4 months ago



We Rise X Leo Burnett Driving Diversity Schools Film
55 views · 6 months ago



Young people design a showcase to celebrate themselves in the centre...

397
Linked In
followers

2,294 General
and
818 Youth
Newsletter
subscribers



Our impact - the difference we make:



WE RISE
BRIXTON

OUR MISSION IS TO
EMPOWER YOUNG PEOPLE
TO CREATE SUCCESSFUL
FUTURES

www.werise.org.uk
[@WeRiseBrixton](https://www.instagram.com/WeRiseBrixton)

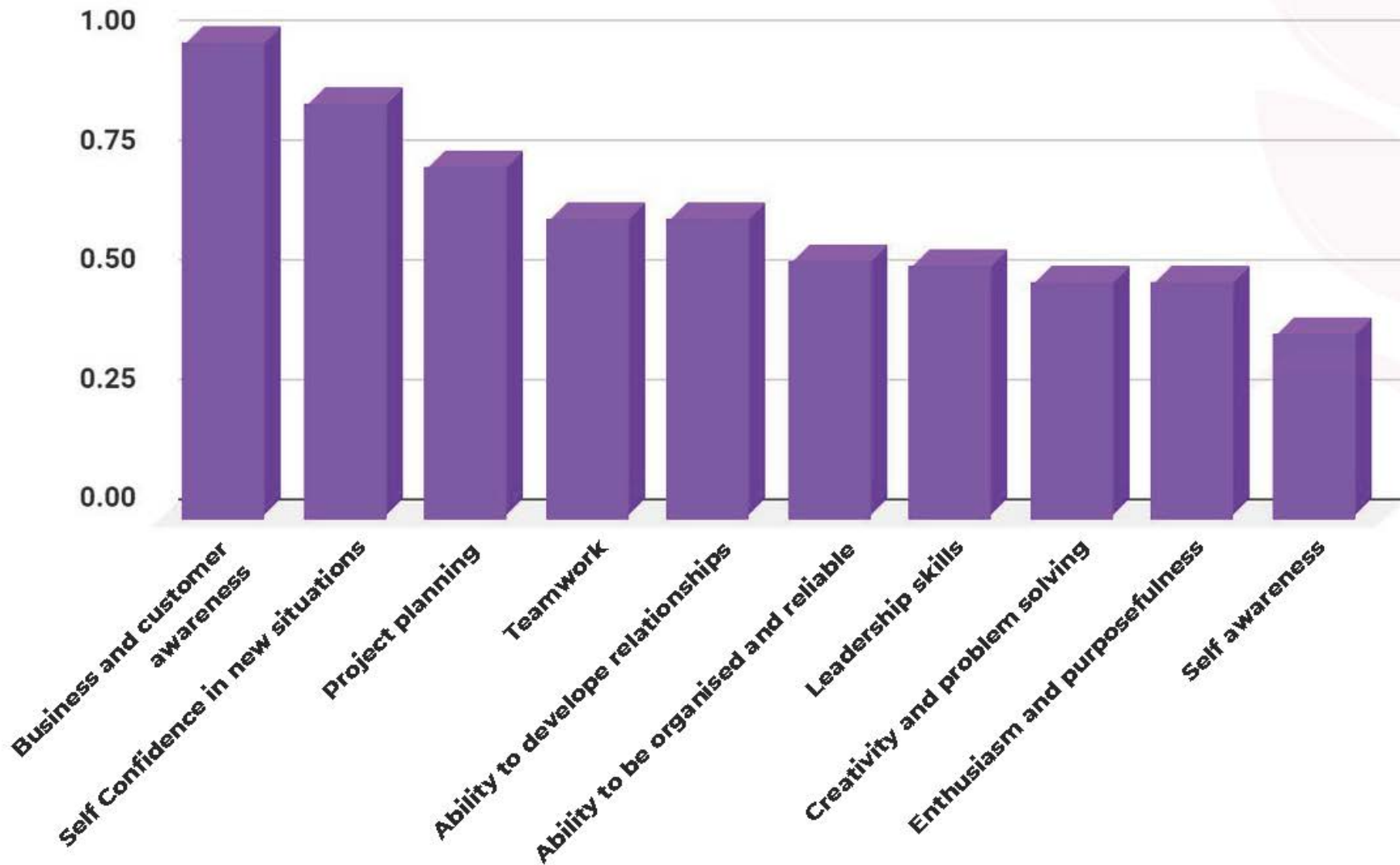


99%
of YOUNG PEOPLE
who have worked
with us
would
recommend We
Rise
to a friend



All our projects have a significant impact on developing skills

Employability Skills average change:



Base: 89 young people



Our impact - what young people say:

Would you recommend We Rise?

“Yes because the people are great to work with and they have a good skill in interacting with young people.”

“Yes because there is the chance to find what you like and grow as a person.”

“I would recommend We Rise because it opens you up to opportunities that you would not normally have.”

“Yes I would because you can learn a lot from people in different industries and how it is like to be in a work place. I would also say that We Rise is a place where you learn things that your school may not offer!”

“I enjoyed meeting and networking with new people because it has given me an opportunity to boost my self confidence.”

“THIS COURSE WAS SO BENEFICIAL TO EVEN MY SELF ESTEEM. IT WAS EVERYTHING I DON'T LEARN AT SCHOOL.”

I learnt how to speak to professionals as equals exchanging a conversation and networking and asking advice from people who have actual industry knowledge.”

“I acquired business and consumer awareness skills and I learnt that I can complete any task if I just set my mind to it.”

“I learnt that I need to be more confident and put myself out there & don't say no to any opportunity.”

“The sky is your limit you can do anything you put ur mind to.”



Our impact - what clients say:

"IF YOU ARE DESIGNING A PROJECT FOR YOUNG PEOPLE OR WANTING TO REACH YOUNG PEOPLE WHY WOULDN'T YOU HAVE WE RISE INVOLVED? I DON'T KNOW WHAT A TEENAGERS WANTS!"

"We Rise delivered a fantastic project and covered all angles which I feel like the young people were at the heart at every stage. Communication was excellent and feedback was always taken on."

"We were impressed by the insights, professionalism and passion that the young people brought. We would definitely recommend working with the team."

'You're not only finding out what you need to from your project but also are able to see a group of young people grow and learn.'

"The presentations at the end of the week highlighted how much work they were able to achieve in such a small amount of time and I think that is a testament to not only the young people and their dedication but also to all the staff that supported them throughout their time."

"It was such a pleasure to have the We Rise students with us getting stuck into one of our live client briefs as well as getting the opportunity to show them the vast array of different career opportunities in the advertising industry."



Our impact - What our Mentees say:

"Mentoring has made me feel more confident and excited about my future and current situation."

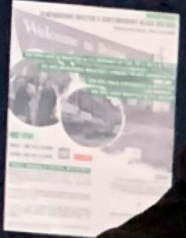
"In school and now at university, the help is very generic and not individual at all. Therefore getting to work 1:1 with my mentor has been very effective."

"The sessions allow me to get a second, more experienced perspective that I wouldn't get otherwise and it's been tremendously helpful in helping me deal with the stresses of my early career and for planning/working through my goals."

**"Help with industry specific knowledge and degree apprenticeship knowledge."
My views on the future and my future has changed for the better.**

"SHE IS REALLY AMAZING AND GOES ABOVE AND BEYOND FOR ME AND I LOVE THAT. EVEN WHEN THINGS HAVEN'T WORKED OUT, SHE HAS ALWAYS BEEN RESILIENT."

We are a Lambeth warm space



PERSON DESIGN
CONTENT CREATION

THIS IS YOUR

CONTENT CREATION
SOCIAL MEDIA

CONFIDEN

CV WRITING, INTERVIEW
PORTFOLIO HELP

The image shows a group of people in a workshop setting. They are gathered around a large corkboard covered in colorful sticky notes. The board is divided into sections with headings like 'PERSON DESIGN', 'CONTENT CREATION', 'SOCIAL MEDIA', 'CONFIDEN', and 'CV WRITING, INTERVIEW PORTFOLIO HELP'. One person is pointing at a sticky note on the board. In the background, there are posters on the wall, including one that says 'We are a Lambeth warm space' and another that says 'THIS IS YOUR'. A table in the foreground is also covered with sticky notes.

werise.org.uk

WINDROSB
LONDON