

**JPMorgan Chase Foundation
Annual Grant Report of Grantee Organization
Fiscal Year Ended 31 March 2012**

**This Annual Impact Report summarizes grant activities as of
the end of grantee's fiscal year ended**

<u>London Creative Labs Ltd</u>	<u>\$243,682</u>	<u>7/5/2011</u>
Grantee Name	Grant Amount	Grant Date
<u>70 Arlington Lodge, Brixton Hill</u>	<u>LONDON,</u>	<u>GB</u>
Address	City, State Zip Code	Country
<u>Loughborough Junction Enterprise and Work Creation Programme</u>		
<u>Grant Purpose</u>		

1. Description of what was accomplished by the grant, including progress made in achieving the above-stated grant purpose (attach additional pages if necessary):

Addressing Participation of the Disadvantaged Unemployed in the Labour Market & Society

Skills Camp is an educational experience focused on identifying skills that already existing within a person, which could be of value to society. For people who have the perception of having very little, and who are used to focusing on what they do not have, it is good to focus on what they do have. London Creative Labs (LCL) believes that when participants understand their natural gifts they have the key to their own dignity. LCL believes that every person has something to offer the world, even if it is the condensed learning from their own mistakes. Awareness of this can be a valuable gift if administered in the right time and place.

Hence, Skills Camps apply the learning from years of experience in professional career coaching to help disadvantaged people understand their personal offer in the world of work, while building up their confidence & communication skills. A key aspect of Skills Camp is to foster peer coaching amongst the participants, so that they learn to communicate more effectively and make the most of each other's strengths building confidence and self-esteem.

This means teaching the participants career coaching skills, so that they could support the job search & career development of themselves, each other, their family, friends, neighbours and other members of the community. Sufficiently scaled & cultivated, this alone could potentially turnaround the culture of worklessness in a locality.

After an initial period of building organisational infrastructure & doing outreach, LCL simultaneously delivered 2 Skills Camps at the Loughborough Centre (a community centre on the Loughborough Estate) in the period from January 2012 to March 2012. Nearly 60 people signed up initially, and over 50 attended the initial sessions. There were over 30 participants who went on to complete the course, the majority of whom were unemployed local residents living in social housing on welfare. During the Skills Camps, extensive documentation & materials were produced & distributed to the participants. Homework (which was assessed) consisted of either coaching other participants or other members of the community including family, friends and neighbours. Data for monitoring & evaluation was collected including feedback from each session.

Enabling Peer Coaching: A Step towards Self-Organising Hubs

Parallel to the formal structured sessions on Wednesdays, LCL also ran less formal coaching sessions on Thursday afternoons in a local coffee shop where participants could be directly coached by LCL team members and by each other. Participants were incentivised to attend these sessions, by the offer of free teas & coffees paid for by LCL. Many of the participants had never been in a coffee shop before and were unfamiliar with the sort of informal networking opportunities they can present.

Participants were also encouraged to do their own peer coaching sessions on Tuesday mornings at the local coffee shop, without any LCL team members in attendance but also with the offer of free teas and coffees also extended to incentivise participants. The intention here was to encourage participants to practice their coaching skills and support each other, as well as get them to be more proactive and self-organising.

Bonsai People: Can't Participate, Won't Participate

Nobel Peace Prizewinner & founder of Grameen Bank, Dr Muhammad Yunus often refers to the poor & disadvantaged as being like Bonsai trees. They have as much inherent capacity as anyone else, but their development has been stunted by the socioeconomic conditions they have found themselves in. We saw this for ourselves and observed just how deeply embedded various anti-social and anti-economic (unprofessional) norms were amongst participants.

People who were otherwise nice and pleasant individuals displayed attitudes & behaviours that meant they were letting themselves down in both personal and professional contexts and they were either unaware of them or took them for granted as just being common and/or acceptable. Most common was poor communication & timekeeping. Very common is a form of learned helplessness, people often feel unable to take things into their own hands. A critical one was a failure to invest in themselves regularly on a long term basis in order to increase their economic & social value.

Furthermore, they were extremely reluctant initially to engage with their peers in buddy pairings outside the Skills Camp & take the initiative in organising coaching sessions with each other, exhibiting fears of rejection amongst other things. This had a significant impact on how LCL designed the subsequent Skills Camps in order to address this issue.

A Bonsai Person's Journey into Empowerment and Employment

Nearly all participants who completed Skills Camp experienced some degree of personal transformation during it. Some transformations were deeper and more profound than others. One such undoubtedly dramatic change was in a single black mother who had been without work for 18 years. On joining Skills Camps, she expressed a clear disinterest in employment and initially spent much of her time on the course using it as a social venue rather than an educational experience. This despite the fact that fairly early on, a managerial-level civil service job opportunity had been brokered for her and other participants.

On being confronted and then coached, it became clear that she had given up on the possibility of work at all, let alone meaningful work and that she hadn't been taking the course and the tools taught on it seriously. On being given a deep experience of The Work of Byron Katie (a simple but powerful cognitive therapy which is a tool taught in Skills Camp specifically to help people overcome their own irrational thinking), she had a complete change of attitude. *She has since undertaken fast track teacher training and is now employed as a teacher in a school! She is also an advocate for using a coaching approach to inspire & motivate schoolchildren.*

Multiplier Effect of Skills Camps on Levels of Local Participation

The community has reaped various benefits from Skills Camps & will continue to do so for years to come. One such benefit is increased participation in London Community Foundation's Building Communities in Coldharbour Community Challenge Fund, due to Skills Camps participants knowing what they have to offer & being more willing to take the initiative locally.

One Skills Camp participant supported by LCL has successfully applied to the Community Challenge fund and will be running a Silver Surfer introduction to computing course for older people. Another Skills Camp participant was unsuccessful in their application but LCL has since connected him with a philanthropic businesswoman through another Skills Camp participant. She will back his project to mentor Loughborough Junction youth based on his own experience and the coaching skills & inspiration gained from Skills Camp. In both cases, other Skills Camp participants will volunteer on those projects.

Two other Skills Camps participants designed & delivered a Career Development Workshop to young people using some of the tools they learned on the Skills Camp course. They did this before the course had even finished!

Skills Camp participant testimonials

Claudius Campbell

"When I first joined the Skills Camps Classes at Loughborough Centre, I was unsure of what to expect. After attending three classes, I started to realise what 'Skills Camps' was all about and their set objectives.

I learnt how to be confident and assertive with the skill and abilities I never knew I already had. The skills are as follows:

- *It helped enlighten me to be able to recognise my inner powers and the abilities that I have.
- *How I relate with my community and how the community relates back to me.
- *It gave me the ability to tap into my holistic views of mind, body and soul. This was very intriguing.
- *It taught me how to pass on information and supporting skill to those who may have low self-esteem or those who are unable to recognise their own potential.

Overall, I found the class very inspiring and fulfilling, the tutors were very helpful and supportive. They made me feel that I was part of a family, rather than that I was just in a class of people. The delivery of the class was excellent and I would recommend this to anyone. I hope that SKILLS CAMPS will always continue because it is nice to know that you have places like this, if you need guidance, support, uplifting etc.

Thank you for all your support and guidance... you will always be my family."

Unemployed at the time he started Skills Camp, Claudius rediscovered his lifelong desire to perform as a singer & obtained a role in security for the London 2012 Olympics.

Rocio Veloso Chacon

"I would like to share my experience being part of "Skills Camps" of London Creative Labs. During the 11 weeks I have been in the course I feel a big change in my career and in the perception about myself as a human being. Before I started the course, I was not really sure I could make my skills and previous experience be useful to develop the career of my dreams (related with Education, Psychology and Community Work). I want to share with you that now I am starting a freelance career in Emotional & Interpersonal Relationship Coaching and transferring my professional skills into English; something I thought impossible 3 months ago!

I know that a testimony like this, sometimes could sound a cliché and repeated story and then you never find it in reality. However, I feel that being part of this course and work with all the Coaches, has been a privilege and a great contribution in my life. From the beginning I realized that the course material had been chosen with special care, making each paragraph and tool made sense to us. In my experience working in Education, I believe that the methodology developed by the team has been very high quality, showing an excellent domain in instructional design and putting into practice the course. I can see that there is much knowledge and experience behind them. Also, the learning atmosphere that the Coach Team has developed throughout the program has been really warm and collaborative. At first caught my attention the heterogeneous group that we were us all (different cultures, religions, ages and backgrounds). I felt a bit apprehensive of being able to relate well with them. However, my colleagues and I have developed strong bonds of cooperation and friendship. They have been complicit and teachers in my learning process and I am very grateful. From this point of view, I was amazed to see how through the course has been given new life to this group in Brixton; For example, when we met in the week at the same cafe to discuss and share our ideas and advances in skills, knowledge and in our own lives. I realise that the Programme has not only led to changes in the skills and concepts with our careers, but also in networks and ties that we have built through it as a community.

The last thing I would add is that the opportunity to participate in this course has allowed me to find myself and develop a better version of me ... with I dreamed of and wanted to live. If anyone is not clear

yet about participate or not in the programme, I would say not miss this chance because sometimes opportunities like this come around once in life and if you take it could change your life forever”

Rocio turned out to be a real diamond in the rough. An educational specialist from Chile who was seriously underemployed working in a coffee shop, she has since become an invaluable part of the LCL team both on a paid and voluntary basis. She has helped deliver subsequent Skills Camps & Social Startup Labs. She has also done some initial design work on an accredited career coaching certification that will provide a progression path for those Skills Camps graduates interested in pursuing coaching professionally. She is currently working for a homeless charity as a consequence of Skills Camp and working with LCL.

Tunika Nsingo

"There is one single word I can describe the career-coaching course, FANTASTIC! I have thoroughly enjoyed the course, especially how its been taught and the amazing team who are forever a phone call away. Each member of staff is on point from the method of teaching to the career path that one wants to take. The course has given me a sense of hope and understanding of myself – my confidence has gone up double times from when I started the course, I feel on point and sure of the direction I want to head in terms of career and dealing with any conflicts in my pursuit of happiness. I can write an essay just how much the course has meant to me but to sum it up, the course has allowed me to see my own strength, meet people of similar circumstance in my community who I have developed a friendship and a great support system from the creative lab team. I want to thank the creative team for helping me build a solid foundation of getting to know me again of who I am, what I am capable of and where I am going. Its been the best choice I have ever made this year. Thank you x”

Tunika is pursuing her dream of entrepreneurship, developing a unique, innovative, ethical and sustainable approach to the market for hair extensions.

Agiatu Bangura

"My name is Agiatu Bangura. I became interested on this course immediately after seeing the leaflet through my door post. I started the course with open-minded and my expectations were met even beyond. Personally, I have acquired a great deal of knowledge and skills for the rest of my life. And my confidence and seeing or doing things into different perspective has been increased. The way I see and think about myself has been strengthened for action. Also, meeting people on this course from different backgrounds is something that cannot be forgotten. This was so amazing and I think the community will benefit so much from the course in different ways. The coaches and supporters where lovely, amazing in all aspects. I have never met people as decided and determined to make a difference to other people's lives. Each weeks of this course for me was worth it. I have met people in my life that i'll never forget. This is not just because of the way the course was delivered, but the attitude and approach was phenomenal. There was a great deal of team work going on during and even after each session. I can confidently say that this experience has made a great difference in me and I appreciate everything. I hope and look forward to any follow up and support in order to further develop myself in the near future. Thank you all and all the best in your work and mission.”

Agiatu is much clearer on her desire to help people and how her newly developed coaching skills can both enable that and help her in the workplace.

Sue Bell

"It was a joy to be part of the first programme in Brixton. It was a gradual unfolding of experiences that challenged us and helped us grow with insight and revelations that we are the people we have been looking for. It was both supportive and testing environment. It was wonderful to have so many different cultural and language backgrounds, we used them to full advantage and feedback the value of working with our peers on the programme. The generosity and human wealth of the people on the programme made this an unusual and rewarding experience. It was really helpful to have it located in our backyard.

Having been frozen for 10 years I am able to write my CV in a way that is natural, captures the core of what I have learnt and what I have to contribute. I have gained a gem beyond financial value. The tools are simple and profound they can be used to allow the fullness of each individual's life experience to be captured and overcome resistance of people who feel low self-worth.

A truly inspiring experience. I didn't know until the 3rd week that I am now inspired to coach people into transition livelihoods that empower them into interdependent autonomous lives and communities. This programme has provided effective guidance, principles and tools for me to be capable of coaching this intention."

Having much enriched her local network via Skills Camp, Sue has been delivering a money management course based on her own hard won experience to other residents of the Loughborough Junction area assisted by other Skills Camps participants. She has also volunteered for LCL and brokered links with relevant individuals and organisations.

2. Itemization of expenditures made from grant funds (and income earned thereon) during grantee's fiscal year ended (attach additional pages if necessary):*

Expenditures from Grant Funds	
Salaries/Wages	\$113534.18
Fringe Benefits	\$0
Contract Services / Professional Fees	\$8336.57
Office Space	\$0
Equipment/Supplies	\$5611.61
Marketing	\$2905.26
Public Relations	\$0
Staff/Board Development	\$0
Travel/Related Expenses	\$
Other	\$3301.49
Total	\$133689.11

3. Grant funds (and income earned thereon) expended during grantee's fiscal year ended :
\$133,689.11 _____
4. Amount of grant funds (and income earned thereon) not expended during grantee's fiscal year ended \$109992.89 _____. (This Annual Impact Report shall constitute grantee's final report if all grant funds have been spent).
5. Grantee asserts that it has made all expenditures in furtherance of the above-stated grant purpose.
6. As a very young and still developing startup organisation, a primary challenge for London Creative Labs has been a lack of capacity & resources. The available capacity & resources were focused on delivering the programme. Further, the programme itself is quite experimental and the delivery was affected by the conditions on the ground in a highly deprived area with a hard to reach population that haven't been effectively impacted by other interventions, which had led to variations in activities & budget.

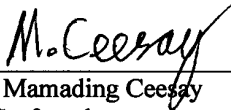
LCL has done a lot of work to be proud of, which has positively impacted the residents of Loughborough Junction and the funds were used in line with the Grant Purpose. A dedicated account was created to hold the funds. Reporting: our independent evaluator the Office of Public Management (OPM) were particularly impressed with what we had in place regarding monitoring and evaluation of our social impact. This fiscal end of year report addresses the first part of our programme delivery and a final report will be forthcoming within a week of this one. An Impact Assessment report has been independently prepared complete with figures on social impact and case studies by OPM and will

follow shortly. Given the above caveats, we are otherwise broadly in compliance with the terms and conditions.

London Creative Labs's ongoing programme initially backed by JP Morgan Chase Foundation is a unique intervention tackling structural poverty in an urban, developed world context. Despite the outstanding results achieved thus far (as evidenced in the Impact Assessment), the full social impact of the seeds being planted will not be felt for years to come. We are pleased that JP Morgan Chase's name is associated with this pivotal investment which we are now building on and scaling up to create truly sustainable social and economic impact out from its place-based investment..

* If this Annual Impact Report constitutes grantee's final report, also include all expenditures made from grant funds, not just expenditures made during grantee's fiscal year ended.

I declare that I am authorized to sign this Annual Impact Report on behalf of the above organization and that, to the best of my knowledge, the foregoing statements are true, correct and complete.



Name: Mamading Ceesay
Title: Co-founder
Date: 21/11/2012