



Social
Entrepreneur
INDEX 2022

Partner Sponsorship Package

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Celebrating the UK's most inspiring social entrepreneurs

Social enterprise is booming. Worth £60bn and comprising more than 100,000 businesses, the sector is showing no sign of slowing down. The people behind these businesses see the injustices in our world and apply commercial models to influence positive outcomes for people and the planet.

The Social Entrepreneur Index offers your organisation the opportunity to reach and directly engage with this fast-growing sector through a sustained content campaign and events, while amplifying and celebrating its success.

In its previous two campaigns, the Social Entrepreneur Index has attracted nominations from across the UK.

Spanning the founders of start-ups to large established businesses working in local communities, as well as nationally and internationally, what they all shared is a commitment to social change.

There has never been a better time to be aligned with this sector, which is increasingly attracting the attention of consumers and investors. With fresh commitments from government and large corporate organisations to bring more social enterprises into their supply chains, it is vital that we inspire and support social entrepreneurs to start and develop their businesses.

Since 2007, UMi has worked with more than 450,000 UK-wide organisations to make better business decisions by finding and packaging the best information, expertise and finance. In doing so, we have helped to leverage more than £650m and supported business growth that has created or safeguarded more than 30,000 jobs.

We know that businesses are more than just bricks and mortar or numbers on a spreadsheet. They're living, breathing things, powered by people. We're here to guide those people. Join us as a partner of the Social Entrepreneur Index and together, we can help social entrepreneurs to do more and go further.

You can view
the 2020 Index
[here](#)

1,941,625
Social Media
Reach

Meet the ambassadors



Chris Martin

Chris is Chief Executive at Social Enterprise Scotland. He is an experienced social entrepreneur who has launched a number of social enterprises including the Callander Hostel, which welcomes more than 6,000 overnight guests per year and trains young people in hospitality. Chris has a background in both formal and informal education, has received national acclaim for his work and, as convener of the Callander Social Enterprise Network, was responsible for Callander becoming Scotland's first Social Enterprise Town.

Chris has an interest in impact investment and is Chair of Impact Investment Partnership Scotland who recently launched the £15m Catalyst Fund to support early-stage social enterprises.



Paul Skidmore

Paul is the founder and CEO of Rising Academies, one of the fastest-growing quality-focused education companies in Africa, and Certified B Corp®. Launched in 2014, Rising provided emergency home schooling to children in Sierra Leone who were kept out of school during the Ebola Crisis, opened its first school in April 2015, and now works with more than 200,000 students across Sierra Leone, Liberia, Ghana and Uganda. During the COVID-19 epidemic, Rising's multi-award winning distance learning solution 'Rising On Air' reached children in 25 countries and was translated into 12 languages.

Before launching Rising Academies, Paul was a founding team member at the Tony Blair Africa Governance Initiative in Rwanda and Sierra Leone, and later served as Deputy CEO. He began his career as a think-tank researcher and UK government strategy adviser. He has a BA and MA from Manchester University, and an MPA from Princeton University. He was named a UBS Global Visionary and a Mulago Foundation Rainer Arnhold Fellow in 2019.



Rachel Wang

Rachel is a Black British filmmaker and the co-founder of production company Chocolate Films. She works extensively in video production for arts, culture and heritage and works with galleries and museums across the UK, Europe and the Middle East to produce exhibition AV, documentaries and promotional content. Rachel is passionate about producing factual content that highlights human stories and society today. She is the co-creator of '1000 Londoners', the online documentary portrait of the capital. Her latest long-form documentary, 'Her Life Matters', is an insight into an international campaign to reduce maternal mortality. As an advocate for improving diversity in the media, Rachel spearheads a video production workshop programme through Chocolate Films. Chocolate Films Workshops reaches on average 2-5000 children, young people and vulnerable adults per year.

Rachel studied at Bristol University, University of Law and Wimbledon School of Art. She holds honorary doctorates in Law and Business and sits on the panels of Film London's Film Hub and London Screen Archive Committee. Rachel is a UK Council member of the Creative Industries Federation and a Fellow of the Royal Society of Arts.

Meet the ambassadors



Rosie Ginday

Rosie is the Founder and Managing Director of Miss Macaroon, a patisserie where 100% of profits are invested into helping unemployed young people gain skills that will help change their lives.

Miss Macaroon is also a Gateway Organisation for the Kickstart Scheme, further combating youth unemployment.

Rosie is an England Committee Member on The National Lottery Community Fund, and an Adviser on Colmore BID's 'Future Business District Study' Advisory Panel. She was awarded an MBE in 2019 for her services to the community, and her work in providing support for young people facing long-term unemployment.



Sara Osterholzer

Sara is an impact-entrepreneur and good business optimist, most recently Co-Founding The Good Business Club. She also mentors the next generation of leaders looking to redesign the world of business, for good. When she's not banging the drum for purpose-led business, you can find her touring around on her motorbike or breaking the taboo around mental health.

The world of business is changing and Sara is leading the charge. She believes there's a different way to do business that positively impacts people and the planet while still being profitable and is demystifying what that looks like to support business owners create sustainable businesses, for themselves and the world.

Meet the judges



Arabela Silva

Arabela is passionate about innovation and working in technology driven environments, and has successfully led geographically dispersed teams to adopt collaboration tools and approaches.

As well as being a previous judge of the Social Entrepreneur Index, Arabela is a support volunteer with Launchpad Reading and a Take a Chance Buddy, where she helps empower young people in local schools to build their confidence.



Ben Wintour

Ben is a Forbes 30 Under 30 social entrepreneur and creative with a passion for developing, stress-testing and driving innovative projects that make a positive difference in the world.

Ben started his journey in the world of advertising and PR and then moved on to build a number of start-ups including Steel Warriors, and an anti-knife crime charity that melts down knives and turns them into outdoor gyms and Temple Wellbeing, a habit-forming mental wellbeing app for employees.



Josie Armitage

Josie has spent five years running her own business that provides a grant funding/tender services to training providers, charities, community organisations and social enterprises including CICs. She previously worked as the Contracts and Partnerships Manager for a private training provider/CIC, setting up and managing its Adult Skills work to provide health-based employability programmes to support unemployed/economically inactive adults into jobs, further learning or volunteering.

Josie also volunteers for several charities and is a voluntary reporter for the West Leeds Dispatch.



Kari Owens

Former North East 'Woman Entrepreneur of the Year', Kari has been a creative communications consultant for over 25 years. She founded her award-winning communications agency O in 2005, which has grown to represent high profile national brands.

Kari specialises in working with organisations on their brand purpose and CSR strategy, and is active in her community as a Board member at the Entrepreneurs' Forum and an ambassador for the Prince's Trust 'Women Supporting Women' campaign to provide greater opportunity and social mobility for young women across the UK.

Meet the judges



Kat Luckock

Kat is the Social Entrepreneur Coach who is passionate about helping social enterprise founders and leaders achieve their vision for social and environmental change with sustainable income streams, confident sales and a clear strategy. She's designed and led social impact programmes and organisations for the past 15+ years, specialising in the areas of community cohesion, interfaith dialogue, education, equality, diversity and inclusion. With experience of working in the charity sector, public sector and for a short period private sector she has a wealth of knowledge and experience about how these sectors can collaborate and support one another to create positive social and environmental change.

Kat became a social entrepreneur in 2013, setting up Solutions for the planet with her friend Jen Baughan. She also hosts the Creating Social Impact podcast, and has a free Facebook Community - The Impact Entrepreneurs Club providing a community of hundreds of entrepreneurs and leaders from around the world, passionate about creating positive social and environmental impact through business.



Louise Graham FRSA

A personal, executive and leadership coach, and consultant for social changemakers, Louise supports her clients to make better decisions for all. She has worked with hundreds of changemakers to help them think more creatively about their problems and challenges to breakthrough to make an even greater impact. Louise is also a social entrepreneur and Founding Director of The Glasgow Basket Brigade CIC, Program Mentor & Facilitator for The School for Social Entrepreneurs, and was a judge on the Social Entrepreneur Index Awards in 2020.

She brings this passion and experience together with her background as an award-winning marketer and brand builder to help social entrepreneurs and changemakers work smarter and not harder at bringing their vision and mission to life.



Sallie Ryan

Sallie joined Social Enterprise Mark CIC in July 2021 to support in a Business Development role where she brought a wealth of experience from across the social enterprise sector.

Previous to this, she worked for Social Enterprise West Midlands CIC and was on the delivery team with two Social Enterprise Places: Birmingham and Coventry. In July 2016, Sallie set up a freelance business providing enterprise support, marketing and event services, and senior level mentoring for social enterprises.

She is passionate about social enterprise as an empowering business model that creates a positive impact in communities.

Meet the judges



Kate Welch

A passionate and inspiring social entrepreneur, Kate is committed to creating an ecosystem in which social entrepreneurs and social enterprises can thrive in North East England and across the world.

Kate is an active trainer, facilitator and mentor to social enterprises. She is a contributor to UK Government Departments and Cabinet Office on Social Enterprise policy and a Social Enterprise speaker at International, National and Regional level at social enterprise and regeneration conferences.

As well as inspiring social entrepreneurs through her work with Social Enterprise Acumen CIC Kate is also a Director of Capability North East, Trustee of ACEVO and a Non-Executive Director of the North East Social Investment Company.

Kate was awarded an OBE in the 2008 New Year Honours for services to social enterprise in North East England and was presented with the Queen's Award for Enterprise Promotion in 2016.

Opportunities to get involved

As a partner of the Social Entrepreneur Index, you will have the opportunity to demonstrate your thought leadership through engaging in the campaign's supporting content and events, covering all the emerging issues that are most important to this sector.

From feature interviews and podcasts to roundtable discussions, you will be able to showcase the expertise, support and solutions your business can offer to social entrepreneurs.

Here is a breakdown of all the features of our two sponsorship packages, so you can choose the right level of involvement to meet your business's objectives.

Headline Sponsor (£5,000)

- Social media tagging and promotion
- 5 posts from UMi per month
- 5 posts shared by UMi per month
- Branding on screen at online event
- 3 case studies per month
- Corporate literature made available to delegates at online event
- 'In association with' status across the event
- Speaking opportunity at online event
- Up to 6 case studies throughout the campaign
- Video interview and podcast opportunity
- IMPACT stats from last events. Then say this is the reach.
- Brand association with a campaign reach of over 1,941,625
- Network and engage with up to 100 of the UK's leading social entrepreneurs
- 2 Page Ad in the Index Publication
- Interview in the Index Publication
- Opportunity to shape the Campaign Content and Event Content to align with your strategic aims.
- Opportunity to join the judging panel

Partner Sponsor (£2,000)

- Social media tagging and promotion
- 3 posts from UMi per month
- 3 posts shared by UMi per month
- 1 case study per month
- Branding on screen at online event
- Corporate literature made available to delegates at online event
- Up to 2 case studies throughout the campaign.
- 1 Page ad in the index publication
- Interview in the Index Publication
- Opportunity to join the judging panel

Timeline

The sooner you get involved, the more value you will get from the campaign as we progress towards deciding, announcing and celebrating successful entrants.

Launch (26 Nov)

- Website and nomination portal open
- PR campaign begins
- Partnership development

Sustained Content Campaign Commences (Dec-April)

- Cases studies, articles and editorial content
- Social media coverage
- Direct marketing, website, email marketing and paid ads

Nominations (Nov-March)

- Business engagement
- Judging and selecting panel
- Agreement of index listing and ones to watch

Index (March-April)

- Production of special digital report
- Listing of index businesses
- Editorial features and content from partners

Event (7 April)

- Launch and distribution of index special report to extensive partner channels
- Celebration of index listees
- Bringing together of partners and ambassadors with businesses

Ongoing Campaign (7 April ongoing)

- Circulation of index report
- Event coverage
- Content on index listees
- Impact report circulated to partners

Why we love being involved with the social entrepreneur index

“The Social Entrepreneur Index Awards is a great chance to share the meaningful work you’re doing impacting hearts and minds and creating significant change in the world and at the same time, increasing your profile and making even more impact.”

Louise Graham

“I was honoured to volunteer to be a judge for the Social Entrepreneur Index 2020 through my membership of the Inspiring Women Changemakers. It was so rewarding reading through the nominations of all the great inspiring work that social entrepreneurs across the country are doing. I was amazed at the range of different ideas that people have to set up their social enterprises, many inspired by wanting to help their communities and wider as a result of the impact of COVID-19. I was proud to play a part in enabling the social entrepreneurs of 2020 to receive the recognition they deserve.”

Josie Armitage

“I had the privilege of being part of the 2020 SEI campaign and was blown away by the great work that is being done in the UK and further afield to provide education, better living standards and sustain local resources. The passion, drive and resilience demonstrated by the submissions to the SEI were truly inspiring. It was hard not to select them all!”

Arabella Silva