



**WILDHEARTS**  
BUSINESS FOR GOOD

# 2023 IMPACT REPORT





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WILDHEARTS COMPANIES  
CREATE GLOBAL SOCIAL CHANGE

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**OVER 2 MILLION**

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LIVES TRANSFORMED

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# INTRODUCTION

In 2023 we announced that the WildHearts Group has transformed over 2 million lives. This milestone marks a significant achievement for WildHearts, demonstrating the transformational effect of our social impact. This achievement would not have been possible without our partners and supporters, whose collective contributions have been instrumental in WildHearts becoming a leading global social business.

At WildHearts we believe business can and must be a force for good. We know that our world faces multiple challenges, and if we have any hope of addressing them, business must play its part. Indeed, with its immense resources and talent, it is uniquely placed to do so.

That is why we operate at the intersection of business and social responsibility, to create a lasting impact on communities around the world. Whether it be through education, healthcare, sustainability or economic empowerment, our work fosters positive transformation on a global scale.

Each business within the WildHearts Group addresses different commercial and societal needs, but they are united by one mission - to empower individuals to create positive change.

We aim to be a worthy partner to our customers, partners and suppliers in helping them to make a significant positive impact, for people and planet. This report shows the incredible impact you are creating in people's lives.

On behalf of everyone you have empowered, thank you.



Dr Mick Jackson | Founder and CEO | WildHearts Group



# NUMBERS WE'RE PROUD OF

## 2023

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### Global Impact:

747,455

people benefited from our Global Financial Inclusion programmes.

£6.3m

actively invested in 43,908 women entrepreneurs as of 31 December 2023.

7,406

packs of reusable sanitary pads produced and distributed to help keep girls safe and in school.

7

full-time jobs were provided for women in the local community.

### UK Impact:

83,841

student engagements via The WildHearts Schools Programme.

235

Parents, Carers and Teachers were supported through our Mental Health & Well-being Webinars.



# MOMENTS WE'RE PROUD OF

## 2023

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### WILDHEARTS TRANSFORM OVER 2 MILLION LIVES

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We are delighted to announce that the WildHearts Group has transformed over 2 million lives. This milestone marks a significant achievement for us, demonstrating the transformational effect of our global social impact.

This achievement would not have been possible without our partners and supporters, whose collective contributions have propelled WildHearts to become a leading global social business.



### WILDHEARTS GLOBAL YOUTH SUMMIT DURING COP28

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For the past two years, during COP, WildHearts have hosted The World's Largest Youth-led Sustainability Summit. This year we returned during COP28, providing students with a free opportunity to be empowered with the knowledge and the networks they need to help build a more sustainable world.

We hosted two in-person hubs for this event, in Glasgow and Manchester, and distributed our online resources to students across the globe. In total, achieving over 60,000 student engagements.



### WILDHEARTS SCHOOLS AWARDS CEREMONY AT THE HOUSES OF PARLIAMENT

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The WildHearts Schools Awards Ceremony provided another unforgettable opportunity for school students and teachers to be recognised for their commitment and achievements throughout the school year. This year we hosted the event at the UK Parliament, where we were joined by some of our many partners and supporters - including Nestlé, Linklaters, Zurich, Siemens, BNP Paribas and Wesleyan.

The day was an unparalleled celebration of achievement and collaboration, recognising the ambition of the next generation and their inspirational teachers.



# MOMENTS WE'RE PROUD OF

## 2023

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### WILDHEARTS AND NESTLÉ EXPAND CMDA PROGRAMME

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We are delighted to share that for the first time, other businesses will now be able to put forward their Degree Apprentices to take part in our innovative WildHearts Chartered Manager Degree Apprenticeship (CMDA).

This exciting announcement comes in the wake of two successful closed cohort pilots with Nestlé. Following their success, the WildHearts CMDA will now be open to mixed cohorts, with the next cohort intake due September 2024.



### WILDHEARTS HOST TALENT FOR GOOD SUMMIT

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In October, WildHearts hosted the inaugural Talent for Good Summit at Linklaters Headquarters in London. This unique event brought HR and L&D thought leaders together from global brands, to discuss how business can be a force for good.

Guest Speakers included Mark Coleman-Allan, Head of DE&I at Barclays, and Paul Steadman, HR Director at Nestlé UK & Ireland. The WildHearts Talent team also facilitated panel discussions where L&D leads shared how they were working with WildHearts to inspire the business leaders the world deserves.



### WILDHEARTS MICROFINANCE PROGRAMME TOP IMPACT AWARD

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We are proud that our microfinance programme in Zambia was awarded the prestigious 60 Decibels 'Top Impact Award'. This award recognises 'outstanding contributions to financial inclusion and social impact'.

MicroLoan Foundation Zambia (part of the WildHearts Group) ranked 2nd most impactful Financial Service Provider in Africa and 4th in the world.



WildHearts' customers and supporters help us to deliver impact across three key areas:



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**UK**  
IMPACT

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**GLOBAL**  
IMPACT

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**ENVIRONMENTAL**  
IMPACT

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# UK IMPACT EDUCATION



## THE ISSUE

Unemployment and low skills are some of the biggest drivers of poverty. They exacerbate homelessness, drug and alcohol abuse, child neglect, crime, health problems, and poor educational performance in children.

People with a low education level are almost 5x more likely to be in poverty later in life compared to those with a high education level.

As well as being likely to lead to better wages, higher levels of education are linked with better health, wealth and happiness.

## OUR IMPACT

WildHearts is committed to addressing inequality of opportunity. Our multi-award winning WildHearts Schools Programme is provided free to all young people every year. It is the only external programme to be accredited by Babson College, the world's top school for entrepreneurship.

By providing a unique combination of Inspiration, Knowledge and Networks, we level the playing field, ensuring inclusive and equal opportunities for the next generation, regardless of their background.

The WildHearts Schools Programme is free for all young people because of WildHearts' customers. As a result, we are democratising access to education in the areas of the UK that need it most.

## OUR OUTCOMES

Throughout 2023, WildHearts provided access to free, world class education, achieving **83,841** student engagements.

WildHearts Schools Programme resources are now Skills Builder **Level 4** Accredited.



Sustainability Workshop at The WildHearts Global Youth Summit, London.



# UK IMPACT EMPLOYABILITY



## THE ISSUE

In poor areas, 25% of young people are Not in Employment, Education or Training (NEET by age 16 compared to only 1% in more affluent areas.

Time spent NEET has been found to have a detrimental impact on physical and mental health, and increased the likelihood of unemployment, low wages, or low quality of work later in life.

Young men who are NEET are 3 times more likely to suffer from depression, and 5 times more likely to have a criminal record, than their peers.

## OUR IMPACT

The WildHearts Schools Programme raises the aspirations of young people by providing employability training in partnership with some of the UK's leading employers. We achieve this in a variety of ways: webinars covering topics such as apprenticeship awareness and routes into the world of work, workshops on employability and sustainability; a hugely popular Careers with Purpose podcast series and an Employability Mentoring programme.

Young people who experience employability activities while at school are 5x less likely to be NEET and earn, on average, 16% more than peers who recalled no such activities.

Not only does their participation in our programme develop key employability skills and behaviours in young people. The programme also provides parents, teachers, and carers with increased awareness of employment opportunities.

## OUR OUTCOMES

**22,449** student engagements (via WildHearts Careers and Employability Resources.

**100%** of respondents (teachers said that after accessing the resources, students now feel more confident making future career related decisions.

**100%** of respondents (teachers would recommend the resources to others.





# UK IMPACT

## MENTAL HEALTH



### THE ISSUE

Young people are facing a mental health crisis:

20% of young people aged 5-16 suffer from a diagnosable mental health disorder.

Young people in the lowest income bracket are 4.5 times more likely to experience severe mental health problems than those in the highest income bracket.

Mental health problems have a negative impact on education due to poorer concentration, distractibility, inability to retain information and poor peer relationships.

### OUR IMPACT

WildHearts is working with leading mental health experts to make their expertise more widely available to the parents, carers and teachers of young people. Our strategy is a two-fold programme designed to:

- Empower young people to look after their own mental well-being.
- Empower their teachers and parents with the training and guidance they need to support the young people in their care.

To address this, WildHearts provided a series of free mental health webinars throughout 2023. These were accessed by hundreds of parents, carers and teachers and provided much needed expertise and advice.

### OUR OUTCOMES

**100%** of respondents said that they had a better understanding of adolescent mental health and well-being as a result of attending a webinar.

“ This webinar came at a time when my 12 year old daughter was diagnosed with depression and is self-harming. It has helped me to realise I am not alone and that I can definitely help her through this awful time. Thank you so much.

PARENT | Webinar Attendee



WildHearts Schools Workshop, Glasgow.



# GLOBAL IMPACT ENTERPRISE



## THE ISSUE

There are more people living in extreme poverty in Sub-Saharan Africa than the rest of the world combined. Families go hungry for nearly three months of the year, causing malnutrition and stunted growth. One in 13 children die before the age of five, often due to preventable diseases. Those living in extreme poverty have no safety net.

Women suffer disproportionately – particularly in rural communities. They are less likely to get an education, and many are married at a young age to relieve the financial burden on their parents. Cultural norms and legal structures, such as inheritance and land ownership rights, reinforce inequality and further hamper women’s economic empowerment.

## OUR IMPACT

Through our microfinance operations, WildHearts provides the tools and skills to enable the poorest women in Sub-Saharan Africa to work their own way out of poverty. During 2023, we supported 144,943 women entrepreneurs, with 93,908 actively running a business, as of 31 December 2023. Women invest 90% of their income in their families’ nutrition, healthcare, and education. As a result, our microclients empower their whole community.

Not only do these women free themselves from the external symptoms of poverty but as they become economically empowered, they learn to value and respect themselves, refusing to accept the abuses they’d previously been subjected to. They become active citizens, create jobs, and empower their own children. For example, 96% of clients and their families now have food security compared to 87% before working with WildHearts. In addition, 96% of clients and their families can seek medical treatment when required compared to the 91% baseline.

## OUR OUTCOMES

WildHearts directly supported **144,493** women entrepreneurs through our financial inclusion and business training programmes, distributing **\$17 million** in loans in 2023.



WildHearts Microfinance  
Client, Ghana.



# GLOBAL IMPACT

## EDUCATION & HEALTH



### THE ISSUE

Every child has the right to an education – whatever their background, gender or ethnicity. Globally, more than 58 million children don’t attend primary school. Denying children the opportunity to learn has severe consequences.

Girls drop out of school during their periods, missing up to 4 days of school every 4 weeks. When girls have no access to sanitary pads, attendance rates in secondary schools decrease by 25% in comparison to 1.5% when sanitary pads are distributed.

In South Africa, this issue is particularly relevant with one third of girls dropping out of school during menstruation.

### OUR IMPACT

Education for girls has been described by the United Nations as the closest thing to a “silver bullet” for sustainable growth and human development. This is why WildHearts facilitates and champions girls’ education.

After three years of working with WildHearts, 82% of microfinance clients in Malawi can now send all their daughters to school.

By providing girls with reusable sanitary pads, we dramatically increase their attendance at school. Our StartHer in Health initiative supports menstrual health management through the manufacturing and distribution of reusable pads to schoolgirls aged 9-18 in areas vulnerable to period poverty. We also empower girls by providing them with essential menstrual health management training.

### OUR OUTCOMES

As a result of our global impact programmes throughout 2023, over **600,000** children and vulnerable adults have benefitted from improved access to food, education, healthcare and better housing.

Across 2023, we distributed pads to **7406** girls, and provided them with menstrual health management training.

As a result of having access to WildHearts reusable sanitary pads, **92%** of girls attend school at least 3 additional days a month.



WildHearts StartHer Initiative, Ghana.



# ENVIRONMENTAL IMPACT

## THE UN SDGs



The 2030 Agenda for Sustainable Development, adopted by all United Nations Member States in 2015, provides a shared blueprint for peace and prosperity for people and planet, now and in the future. At its heart are the 17 Sustainable Development Goals (SDGs). They provide an urgent call to action for all countries - developed and developing - to work in partnership. At WildHearts, we recognise that the SDGs have become a common language for responsible businesses globally, and are proud that our social impact programmes address more than 50% of them. In this section, we will showcase examples of how our work addresses each SDGs, highlighted by the coloured tiles below.

<b>1</b> NO POVERTY 	<b>2</b> ZERO HUNGER 	<b>3</b> GOOD HEALTH AND WELL-BEING 	<b>4</b> QUALITY EDUCATION 	<b>5</b> GENDER EQUALITY 	<b>6</b> CLEAN WATER AND SANITATION 
<b>7</b> AFFORDABLE AND CLEAN ENERGY 	<b>8</b> DECENT WORK AND ECONOMIC GROWTH 	<b>9</b> INDUSTRY, INNOVATION AND INFRASTRUCTURE 	<b>10</b> REDUCED INEQUALITIES 	<b>11</b> SUSTAINABLE CITIES AND COMMUNITIES 	<b>12</b> RESPONSIBLE CONSUMPTION AND PRODUCTION 
<b>13</b> CLIMATE ACTION 	<b>14</b> LIFE BELOW WATER 	<b>15</b> LIFE ON LAND 	<b>16</b> PEACE, JUSTICE AND STRONG INSTITUTIONS 	<b>17</b> PARTNERSHIPS FOR THE GOALS 	



# ENVIRONMENTAL IMPACT

## THE UN SDGs



**THE GOAL:** End poverty in all its forms, everywhere.

22,000 children die each day due to poverty. WildHearts works to alleviate the main drivers of poverty: unemployment, lack of access to education, healthcare and nutrition.

Our global microfinance programmes enable our female clients to start or grow a business. With a 97% payback rate, WildHearts microloans are reinvested, continuing to create positive impact beyond the first recipient.

With their increased income, our clients invest in their family’s healthcare, nutrition, housing, and education. As a result, when we invest in women we address the key drivers of poverty, transforming entire communities.

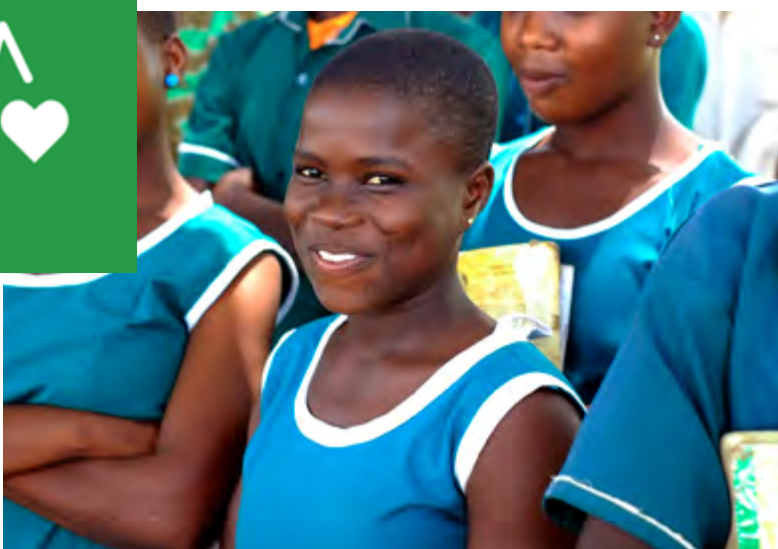


**THE GOAL:** End hunger, achieve food security and improve nutrition to promote sustainable agriculture.

1 in every 6 people on Earth does not get enough food to live a healthy life. To address this issue, WildHearts works exclusively with women entrepreneurs across Sub-Saharan Africa.

Women invest 90% of their income back into their family, prioritising their health and nutrition. As a result, our microfinance clients’ families are significantly less likely to suffer the consequences of hunger.

Furthermore, our microfinance programme promotes the launch of agricultural microbusinesses, ensuring increased variety in the crops available to communities – diverse harvests tackle malnutrition and hunger.



**THE GOAL:** Ensure healthy lives and promote well-being for all, at all ages.

A lack of education around Menstrual Hygiene Management (MHM) and sexual health is a key issue faced by girls in emerging economies with many lacking access to basic, safe sanitary products.

Globally, WildHearts supports good health and well-being with the distribution of reusable sanitary pads to schoolgirls, tackling health issues related to poor access to Menstrual Health Management.

In the UK, WildHearts is working with leading mental health experts to make their expertise more widely available. In doing so, we empower young people to look after their own mental well-being.



# ENVIRONMENTAL IMPACT

## THE UN SDGs



**THE GOAL:** Ensure inclusive and quality education for all and promote lifelong learning.

In the UK and across the developed world, WildHearts provides world-class business education in schools. It is designed to level the playing field and provide opportunities for students from all backgrounds.

Globally, WildHearts distributes reusable sanitary pads that have a significant impact on girls' education in the developing world, ensuring they can go to school during menstruation, avoid falling behind and ultimately dropping out. Our microfinance programme further supports this goal as clients frequently cite that their children's school fees are a top priority when investing their earnings.



**THE GOAL:** Achieve gender equality and empower all women and girls.

75% of the world's women are excluded from all forms of banking and credit. Financially empowered women are more likely to be involved in decision-making in their families and experience less violence and domestic abuse.

Our microfinance programme supports the empowerment of women and their daughters, enabling them to become leaders in their communities. Our free reusable sanitary pads and robust Menstrual Hygiene Management programme facilitate access to education in the developing world, helping restore gender equality in the education space – opening doors to employment opportunities and safer futures.



**THE GOAL:** Promote inclusive sustainable economic growth, employment and decent work for all.

Had women and girls been given the same access to education and employment as men over the last 30 years, Africa's economies would have doubled.

We facilitate access to education, employment and trade opportunities, creating decent work and economic growth via our financial inclusion and business training programmes. We empower our clients to grow their businesses, and as result, are able to train and employ others in their community. Furthermore, our Menstrual Health Management programme generates jobs across rural South Africa, launching production factories for reusable sanitary pads, upskilling local people, creating safe, meaningful and sustainable employment.



# ENVIRONMENTAL IMPACT

## THE UN SDGs



**THE GOAL:** Reduce inequality within and among countries.

The UK is one of the least socially mobile countries in the developed world. All too often your success in life is determined by the postcode you were born in. That is why the WildHearts Schools Programme is free for everyone, providing world-class education and employability training regardless of your background.

In emerging economies, we reduce inequalities by focusing on education, health, and enterprise, lifting some of the world's poorest and most marginalised, out of extreme poverty. By economically empowering women to support their families; their children have access to education. By providing education for their children, we can break generations of educational inequality and poverty.



**THE GOAL:** Make cities inclusive, safe, resilient, and sustainable.

To be sustainable, cities and communities must be inclusive, safe, and resilient.

At our microfinance trust groups, resilience and sustainability go hand-in-hand creating collective, thriving business communities.

When women are financially empowered, domestic abuse rates drop, female voter representation increases and entire communities benefit.

This creates a significant knock-on impact for the next generation, providing a network of role models who promote the key values that underpin sustainable, inclusive, resilient and safe communities.



**THE GOAL:** Take urgent action to combat climate change.

Climate change is one of the biggest threats to global development, disproportionately impacting the world's poorest and most vulnerable. Natural disasters have a profound impact on the world's poorest girls; girls' dowries help ease the burden on disaster-struck households, increasing the likelihood of child marriage. Similarly, girls are taken out of school before boys during droughts to help with family chores.

Female education is repeatedly cited as one of the most powerful solutions for carbon emissions abatement – even more so than low-carbon energy options – due to the reduction in average family size of educated mothers. By championing female education through our social impact programmes, WildHearts is ensuring the key barriers to girls' education is reduced.



# ENVIRONMENTAL IMPACT

## INSPIRING THE NEXT GENERATION



### THE WILDHEARTS SCHOOLS PROGRAMME

The WildHearts Schools Programme provides young people with the Inspiration, Knowledge and Networks they need to thrive, regardless of their background. By inspiring them to create sustainable, innovative solutions to address the UN Sustainable Development Goals (SDGs), we help to prepare the responsible citizens of the future.

By participating in The WildHearts School Programme, young people learn about the importance of the UN SDGs, and what people are doing, in their communities and around the world to help address social and environmental issues. Not only does this help inspire young people to create their own ideas, WildHearts also provides a framework that helps them execute those ideas.

WildHearts works across hundreds of schools each year, helping many of them reduce food waste, reduce or eradicate single-use plastics, and implement solutions to promote biodiversity. This programme is delivered free to all young people.

Our impact within the school community is showcased via two global events: The Micro-Tyco Challenge and The WildHearts Global Youth Summit during COP.

For the past three years, WildHearts has hosted The World’s Largest Youth-led Summit, empowering young people to build a more sustainable world.

This year, during COP28, we hosted two in-person hubs for this event, in Glasgow and Manchester, and distributed our online resources to students across the globe. In total, we achieved over **60,000** student engagements.



WildHearts provides young people with the inspiration, knowledge and networks to learn about our planet, and provide a framework for them to take action. The fact that this programme is free for all young people, regardless of their background, means WildHearts is giving a voice to all our young people, in one of the most important conversations of our generation.

**WAJID** | Teacher | London



The WildHearts Global Youth Summit, Glasgow.



# ENVIRONMENTAL IMPACT

## INSPIRING THE NEXT GENERATION

### WINNING MICRO-TYCO IDEA FROM 2023:

#### INSPIRATION

After learning about the importance of bees, from their school bee club, students at Dumfries Academy developed a solution to help promote the bee population within their own community.



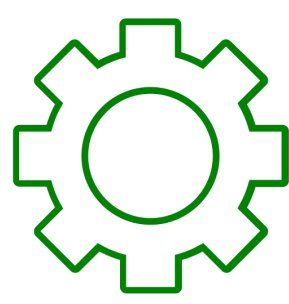
#### INNOVATION

Students took the initiative to collaborate with their school bee club, to source and sell pollinator plants locally, with all money raised being invested back into the club.



#### EXECUTION

The team funded their pollinator plants by selling donated Bee Wax candles. To maximise the reach of the project, they promoted the initiative on the school's app, website and social media. Not only did this spread awareness of the project, but it also increased awareness of the crucial role bees play in the local community.



Micro-Tyco is a 30-day entrepreneurial learning challenge that teaches students how to create a Responsible Business idea that champions the SDGs in their school or local community.



'Animal Advocates' from Dumfries Academy, The Winner of The Scottish Micro-Tyco Final 2023.



# OUR ACCREDITATIONS

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### OUR COMMITMENT

WildHearts Office is a certified social enterprise by Social Enterprise UK, the leading global authority on social enterprise. SEUK are a strategic partner to 6 government departments and have led public policy on social enterprise for 15 years. WildHearts is a proud partner of Social Enterprise UK, working to pioneer the relationship between social enterprises and corporate supply chains, reimagining procurement as a force for good.



### OUR COMMITMENT

The WildHearts Group have worked with Carbon Footprint Ltd, (the UK Government and the UN's Carbon Emission auditors) since 2020. Nearly 90% of the rural population rely on wood as their primary energy source, leaving many with no choice but to boil water for purification. This contributes to a major source hazardous household air pollution and carbon emissions. The WildHearts Group offsets CO2E by rehabilitating and maintaining borehole handpumps. Borehole handpumps provide vital safe water sources, whilst training communities on best WASH practices. This initiative builds the capacity of local communities to manage and maintain the water sources into the future. As a result, The WildHearts Group is certified Carbon Neutral.



### OUR COMMITMENT

The WildHearts Group is a certified B Corporation (B Corps). B Corps are businesses that meet the highest global standards of verified social and environmental performance. Certified B Corporations are a new kind of business that balances purpose and profit. They are legally required to consider the impact of their decisions on their workers, customers, suppliers, community, and the environment. This is a community of leaders, driving a global movement of people using business as a force for good.



### OUR COMMITMENT

The WildHearts Group is a proud member of Business in the Community (BITC). BITC is the largest and longest established business-led membership organisation dedicated to responsible business. It was founded by King Charles 40 years ago. BITC works with its members to continually improve their responsible business practice, leveraging their collective impact for the benefit of communities. As well as being a proud member of BITC, The WildHearts Group is also represented on The BITC London Leadership Board.





**WILDHEARTS**  
BUSINESS FOR GOOD

To stay up to date with our impact:

 [linkedin.com/company/wildhearts](https://www.linkedin.com/company/wildhearts)

[www.wildheartsgroup.com](http://www.wildheartsgroup.com)

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