

# IMPACT REPORT

01 JULY 2020 TO  
30 JUNE 2021

THE WINGS OF HOPE ACHIEVEMENT AWARDS (WOHAA)

## **OUR MISSION**

**We believe that young people have the power to change the world for the better.**

The Wings of Hope Children's charity was founded upon, and continues its work, on three pillars:

1. Life Skills and Education
2. Young People and Children
3. International Development Fostering Global Kinship

We believe that if young people are given the right guidance, skills-training and core, holistic education they can be enablers of positive change in their communities, workplaces, and countries.

Life skills go beyond core academic subject areas and focus on qualities and mindsets that can assist the development of a person throughout life -whatever mental, professional, or personal challenges they might face. Notwithstanding that, we believe that core academic subjects in literacy, numeracy, the arts and science are vital for underprivileged children around the world to have access to.

We believe that we are all global citizens, and if young people from all backgrounds, religions, sexual orientation, race, and countries, can be connected through a sense of global kinship to support each other, then our world would be a more enriched, stable, and peaceful place.

"Education is a fundamental right and the basis for progress in every country. Parents need information about health and nutrition if they are to give their children the start in life they deserve. Prosperous countries depend on skilled and educated workers. The challenges of conquering poverty, combatting climate change and achieving truly sustainable development in the coming decades compel us to work together. With partnership, leadership and wise investments in education, we can transform individual lives, national economies and our world."

UN Secretary General Ban-Ki Moon

"No country has succeeded if it has not educated its people, not only is education important in reducing poverty, it is also key to wealth creations" (UNESCO)"

## OBJECTIVES AND ACTIVITIES

### OBJECTIVES AND ACTIVITIES FOR PUBLIC BENEFIT

1. Wings of Hope Achievement Award Programme for 14- 20 year olds in the UK and Europe
2. Fundraising for the free education and educational support of children in impoverished circumstances around the world, with a continued current effort in India (and Malawi)
3. Continual life skills training for all young people taking part in any of our projects, globally (school going ages to further education)

### ACTIVITIES

#### Wings of Hope Achievement Award

As a UK registered charity our focus is to work with **UK and European** young people from all backgrounds (**14-20 year olds**) on **core life skills**, including building confidence, social responsibility, leadership, team spirit, resilience, mental wellbeing, organisation, digital excellence and community spirit, through the Wings of Hope Achievement Award programme (WOHAA). To date, approximately 39,045 students have taken part in WOHAA, over 18 years, from over 562 schools in the UK.

**WOHAA enables young people to run socially-minded enterprise projects in their local communities** to raise funds and awareness for their counterparts in less-privileged circumstances in developing countries. WOHAA impacts communities both locally and globally.

- WOHAA gives young people the chance to support their local communities through environmental, cultural, digital, and social cohesion projects in local venues such as elderly care homes, children's nurseries, local faith halls, community centres, small art galleries, leisure centres, parks, and natural wildlife areas, and digital platforms.
- WOHAA allows young people in the UK and Europe to foster digital and physical connections with children and young people in overseas partner projects in India and Malawi

The WOHAA programme has been **carefully designed and improved over 18 years**, through **trusted partnerships with leaders in education** (teachers, mentors, university professors, community leaders, senior politicians and businesses), **young people** (secondary school, gap year, university graduates), and **parents and guardians**. It has been designed with the welfare and enrichment of the student-participants in mind, along with the prospect of the programme being captivating, challenging, and fulfilling. It is unique in that it gives students the reins to run their projects, in whatever creative ways they want, but with the guidance from trained mentors and professionals.

The "win-win" model is based on:

- **Student** participants of the WOHAA programme gaining skills and professional support during their projects. This aids **employability, social mobility, mental confidence, and fosters a sense of philanthropy** and social responsibility from a young age. It is also a vehicle for creativity outside the classroom. It does not pigeon-hole young people in being "sporty", "arty" etc. and gives them a blank canvas to carry out their projects. It allows students to campaign and act for issues that they care about most, without restricting them to specific activities
- For **teachers/ schools**, the programme is **easy to adopt**, in which they are **not burdened with large levels of administration, nor any fees**. As far as we are currently aware, no other programme of this kind, or scale, is free for schools to participate in.
- Part of the fundraising projects carried out by students go towards furthering the free education of children in India and Malawi.

### OVERALL BENEFITS TO THE PUBLIC

- Well-rounded and more tolerant young people who have demonstrated a core understanding of running their own projects to support others in society and the environment.
- Allowing young people to feel a sense of ownership and purpose which supports a strong mental foundation, and a creative outlet that could otherwise be left uncared for. Specifically, in the UK there has been severe underinvestment in youth services (estimates suggest youth funding has been cut by £1bn over the last decade - research by National Youth Agency and YMCA). With WOHAA allowing youth to conduct their own projects they are able to access local communities, physically and digitally which they might not have had the authority or influence to do (students of WOHAA use our official branded letters of participation and branded merchandise to get access to venues and projects).

- Delivering skills to young people by high quality professional volunteers using the latest research on career placements, digital education, sustainability, and mental wellbeing.
- Community-based events which bring different groups together around a common purpose of education (young people from disadvantaged backgrounds, state and private educated students, young people from different religious groups), with top professionals, and experienced/ famous patrons/ speakers, along with the general public in their local community (the elderly, the homeless, sustainability and nature projects).
- Often youth projects focus on one category of student e.g. NEETs, or Gifted and Talented students within the State education sector. However, there was a very clear founding principle by the charity to not actively segregate young people. WOHAH fosters natural integration of young people from different backgrounds through the positive awards programme.
- Allowing young people to spend time doing practical activities outside the classroom in which they discover, and foster a passion for by themselves, including sport, art, sustainability, food, events, and technology.
- Children in impoverished regions of the world, to have access to high quality education and fellow students across in the developed world.
- Global kinship/cultural acceptance amongst the students of India and Malawi and UK/European students united around education and fun - especially during the free trip for the winners of the WOHAH programme to teach at the school in India
- Alumni of the programme to be future leaders, facilitators and career mentors to improve employability outcomes, particularly for those from less fortunate backgrounds

## ADMINISTRATION

Our objective is always to **keep our overheads and costs low**. Many of our programmes are run by volunteers, university internships (funded by grants, and bursaries to the charity), and unpaid senior advisors. As much of our core work is focussed around face-to-face support, we run a large number of events to fulfil our objectives. We work with suppliers and partners to offer discounted rates or who provide pro bono help for hiring of venues, access to digital programmes, preparation of printed materials, and for catering.

We rely on **volunteer mentors to coach, inspire, and support** our young people (at school assemblies, our workshops, online/phone/email support, mentoring days, work experience placements, work shadowing, internships, and university open days).

The work with the children at our **international projects is carefully monitored** through trusted local educational professionals on the ground. No funding is given without impact assessments being carried out e.g. cost reports, budgets, risk management reports, future-proofing analysis, cash flow risks etc for us to assess and monitor. The charity patrons/ trustees visit the projects regularly.

As we look to scale our work, we are dependent on improvements to our **digital presence** and are grateful for the support we have received for our website upgrade and database administration.

We are **seeking further support from donors** (private, corporate, and grant making funds) to support and sustain our growth in these core activities.

In addition we want to place a greater focus on youth engagement for our natural environment as the main custodians of the future of our planet. For this we are seeking partnerships with organisations (grassroot and national) to support students' engaging with sustainability in a meaningful manner - e.g. planting trees, reducing consumption of single-use plastic, education around energy, and water consumption, how to repair, and reuse items. Etc.

## ACHIEVEMENT AND PERFORMANCE

### The Wings of Hope Achievement Awards (WOHAA) - positive impact in numbers this year

- **Approximately 7,000 students** attended our online assemblies - this figure is lower than previous years due to the COVID-19 Pandemic and access to conduct assemblies. However many schools received the digital presentation and circulated it to students in their year groups. Therefore more students would have had knowledge about the programme than from our formal digital assemblies.
- **76% of student participants were from the state-funded sector (State/Comprehensive/Academy/ Faith and Community)**
- **46 schools took part in the programme - some of whom had many teams per school**
- 380 student participants took part in the programme in teams or as individual participants
- **Students were represented from various cultural heritages** bringing this diversity into their project-work
- **85 mentoring groups** were organised to coach the students during the programme through weekly catchups in-person, on the phone, via Skype or on email
- **18 mentors were assigned** to support the students including volunteers from universities and MBA students from London Business School
- **In a normal WOHAA calendar year we organise 6 or more large scale events. However due to COVID - 19 and the national lockdown being put in place by the UK Government , we were not able to host, any in-person events - everything was digital**
  - o **WOHAA Accelerator Day:** a 3-hour programme held to teach students how to organise events, manage projects, come up with creative ideas, and to support their local community. We held this event online on Zoom, and was conducted by mature students of London Business School
    - \* CV writing, interview techniques and UCAS application workshop - conducted by two professional career officers - focusing on how to structure a CV, how to feel confident in interviews, and how to prepare a UCAS application
    - \* Technology workshop - how to work in technology from machine learning, to financial technology, to coding
    - \* Wellness and mental health workshop - tips and techniques to managing one's day, week, and study-life balance. Using music, and research based frameworks
    - \* Q&A sessions - students were able to ask all manner of question relating to themselves, their teams, their interactions with other students - open and honest platform in which students felt safe to have conversations
  - o **WOHAA Speed Mentoring:** Initially postponed, but with continued lockdown, we were unable to host it.
  - o **WOHAA Semi Finals:** conducted online (usually done in person at the House of Lords) students presented to an esteemed panel of judges from business, politics, education, science and technology
  - o **WOHAA Finals** - Trophies and certificates were sent to the Headteachers of schools to present at school Assemblies (normally an awards ceremony is held in a prestigious venue in-person)

## ONGOING ROLLOUT OF INNOVATIVE SKILLS TRACKER

Following the success of the WOHAA Skills Tracker introduced two years ago for students to assess their development in soft skills over the course of the WOHAA programme, we decided to continue with this assessment this year. The results are published below. The methodology was based on research into what soft skills students would most benefit from in their later lives (working and non-working) whilst also benefiting their WOHAA experience directly. All participants self-assessed themselves before and after the programme on a scale of 20 metric, which are summarised below.

- Teamwork (working in a team, leading a team etc.)
- Social and environmental responsibility
- Event planning
- Project management (executing ideas, and achieving goals)
- Creativity (digital, physical etc.)
- Resilience
- Communication (via all mediums digital, and in-person)
- Negotiation
- Finance
- Presenting

Overall the students self-assessed their skills and noted that after undertaking the WOHAA programme they saw:

- **45% overall increase in all skills**

- 53% improvement in event planning skills, many of them online
- 50% improvement in executing ideas in a team
- 38% improvement in leading a team
- 52% increase in being more socially responsible
- 34% increase in finance and negotiation skills
- 38% increase in resilience
- 61% increase in creativity
- 33% improvement in presenting skills

These are very real changes in how students perceive themselves which further improves their self-confidence as they navigate through exams, further education and into the world of work. It shows a sense of levelling up the skills gap that can often be found between the less privileged students and those with more resources available

From September 2020, mentoring of all groups of students were held on a regular basis by the Wings of Hope team as well as volunteers of mature students(Masters & PhD) from London Business School. Our team taught them how to manage projects by going through the Who, What, How, Where, Why and When model. Effective team communication, marketing, leadership styles, how to be sustainable during your project, and how to manage money in the projects. Students learnt a lot from these sessions and were asked to report back on a regular basis with their mentors.

WOHAA rewards endeavour, creativity, and determination. There are 6 awards which are presented to students, with the overall winning team/ individual being able to have an expenses-paid trip to visit and teach at the school in India.

This year we had a variety of projects conducted. Mostly held online, however, students did manage to do some live events

These included

- o Kahoot quizzes/ Fortnite - online video games
- o Chinese Desert sales/ Crepe sales inside and outside school in their neighbourhood
- o Online chess tournaments/ Online movie nights
- o Online cookery competitions /Celebrity chef cookery demonstrations from Israel & India
- o Pet Art sales - painting of family pets
- o Car boot stalls
- o 100 kms Bicycle Ride
- o Park cleans, and plastic picking from local areas parks and nature reserves

### **Surveys, and Metrics Gathered**

Would you recommend WOHA to your friends?

- o 91% would recommend it to their friends
- o 65% would actually do the programme again for a second year, as they enjoyed it so much

Skills learnt during their programme (% of cohort who stated these reasons):

- o New skills learnt 91% responded that the programme fully met expectations
- o Leadership - 85%
- o Teamwork - 94%
- o Fundraising/Events - 85%
- o Presentation - 71%
- o Negotiation - 55%
- o Creativity - 92%
- o Marketing - 82%
- o Communication - 95%
- o Problem Solving / Resolving Conflict - 80%
- o Time Management - 91%

### **Why did participants take part in WOHA?**

- o For a good cause - 93% fully met their expectations

- o Exciting scheme - 81% said it fully/ partly met their expectations
- o Winner work placements - majority surveyed did not know as they were not winners yet
- o Be part of a team - 94%
- o Make new friends through the programme - 51%

## **TEACHER TESTIMONIALS**

Name Ms Emma Brown

Role Careers Co-Ordinator

School Brentford School for Girls

Quotes All members worked incredibly hard to overcome their challenges at the time of COVID. I was particularly impressed by their online after school club.

Name Dr Dan Casey

Role Teacher of Geography and House warden

School Oxford International College

Quotes Being House warden at a boarding house where most of the team resides, I have seen the teams first-hand, from marketing campaigns , to countless nights spent on creative ideas, through to cooking for their events.

Name Miss K Cook

Role Head of Year 10

School Royal Masonic School for Girls

Quotes The team worked effectively by dividing responsibilities and took charge of the events. They learnt how to project manage, problem solve and work together as a team. Each member demonstrated leadership skills and feel their communication skills have been enhanced.

Name Miss K Waller

Role Head of Year 9

School Slough and Eton Business and Enterprise College

Quotes During this experience the team has learnt new skills ranging from team skills to individual skills. They have improved their public speaking skills and furthermore have enhanced their organizational and time management skills.

Name Ms Charlotte Bentham

Role Head of Year 12

School St. Olave's Grammar School

Quotes It has been an honour for Team Shockwave to take part in this programme. They have learnt financial, communication and careful planning of events. But arguably they have learnt the art of resilience, not to give up and preserve till the end.

## **PARENT/ GUARDIAN TESTIMONIALS**

Name Pam Purewal

Team Anonymous Hope

School Brentford School for Girls

Quotes My daughter Pavan has worked so hard for these events and has gained more confidence as she has interacted with teachers and members of her group. She has learnt good team working skills.

Name Mrs Hoor Fatima

Team Here 4 All

School Brentford School for Girls

Quotes Over the course of this project I have understood how my daughter has developed certain skills and how the team stayed positive during the pandemic and about the importance of looking after others in need. These skills have helped her grow as a person and I am hopeful she will continue to practice them even after completing WOHA.

Name Tali and Jonathan Ross

Team Kindness

School JFS

Quotes Through his WOHAH campaign, Ben has gained experience working part of a team and developed his leadership skills through taking responsibility. Through his Instagram account he learnt skills to develop a very effective online presence. The WOHAH journey, developed Ben's sense of entrepreneurship and he really enjoyed the challenge and competition.

Name Charlotte and Elliot Benjamin

Team Kindness

School JFS

Quotes During WOHAH we have seen Zac's overall skills. Zac has grown more sympathetic for the less fortunate. We have seen a massive improvement in Zac.

Name Chung Wai Lam

Team 99 Percent

School Oxford International College

Quotes I am very happy that Samantha joined this programme, we have seen her growth and gained from it. Although we have not been able to join her, due to distance between UK and China, we knew how hard she worked despite a very busy time table at College. We were particularly impressed by their Oxford rubbish picking event.

Name Yogandhar Boddu

Team Peacekeepers

School Queen Elizabeth's School for Boys

Quotes Sujan has benefitted a lot from WOHAH programme and has been able to develop of skills like communication and teamwork. From a series of remote quiz nights, he developed presenting, setting up and marketing skills.

Name Mr. Varkala

Team Peacekeepers

School Queen Elizabeth's School for Boys

Quotes Throughout the events, we witnessed Akshit gain an outstanding improvement on his creativity and innovative thought process right from planning, and organizing event and effectively working as a team. We are very pleased with the whole program.

Name Ramona Mustatea

Team S &E Elites

School Slough and Eton Business Enterprise College

Quotes I write this on behalf of my daughter Karina, and it has been an honour to watch her accomplish goals, she set for herself throughout this project. She has developed a larger understanding of finance and how to effectively prioritise tasks and accomplish them without procrastination, or doing the bare minimum. Thank you for this opportunity.

Name Mrs Rehman

Team Super Six

School Sutton High School

Quotes As a parent it is wonderful to see the growth and development of important life skills. Through WOHAH, Hana has learnt to balance the different activities in life and become more confident and I am pleased to see her take on a role as a team leader. From skills gained from writing letters, to calling companies/places to negotiate supplies for their events . This is all invaluable experience, which she may otherwise have not experienced.

## **STUDENT TESTIMONIALS**

Student: Talia Dockerty

School: Yavneh College

Team: Passion Pixies

"I have gained some valuable life skills such as organising events and financing all whilst raising money for an amazing charity. I've really enjoyed this journey as it involved planning exciting fund-raising projects with my friends!"

Student: Kitty Smith

School: Yavneh College

Team: Passion Pixies

"I've learnt how to manage being in a team with other people where it's important to make sure everyone is happy and heard in order to succeed and raise money for an important cause."



Student: Nicolaus

School: Oxford International College

Team: 99%

This all went by in a blink of an eye. What started off as a responsibility, came out to be one of the most precious memories in my life, words cannot elucidate how grateful I am to my team mates. I could vividly remember the start of our first event, things were bad on my end. I have no idea how to lead a team, we were barging around like clueless flies. I wanted the whole thing to go perfect, thus always fixating my sight on minor details and couldn't grasp the main point for the event. Through the programme, I definitely learnt how important communication and teamwork is, in order for our team to succeed in achieving our goals. With the countless and endless online meetings we had, we really spent a lot of time and effort into making things work out the way we wanted them to do. I also appreciate being able to make good use of my drawing skills into the Christmas Cards Sale. Seeing people actually buying them and liking the design that I drew gave me a great sense of achievement.

Student: Benjamin Ross

Team: Kindness

School: JFS

For our team, a huge part of our campaign was our Instagram account. We felt it important to establish a social media presence, and on this platform we were able to promote events, obtain followers, and, most importantly, spread awareness for our cause.

Within several weeks, we had hundreds of followers, with more than 200 hundred people of varying background and schools shouting us out. In addition, we contacted celebrities with large followings, in hope of a reply. In particular, @joelbeya1 (50k followers), @rudy\_willingham (294k followers), and @milliecaramanli\_ (12.4k) all shouted us out. We also received loads of support and awareness from Ross Haslam (43k), Team GB diver, who even donated to our cause, as well as Jon Guelas (32k), Athlete Richard Whitehead MBE (86.4), and mental health speaker and author, Jonny Benjamin MBE. Through the support of these various individuals, we were able to spread our name to hundreds of thousands of people, and of all different circles.

Student: Pavan Purewal School

Brentford School for Girls

Team Anonymous Hope.

We want to say thank you for helping us on our Wings of Hope Journey and for providing us with workshops that will help us in the future. We hope that we can do WOHAAs again soon.

## **MILESTONES IN 2020-21**

### **MENTORING**

Mature students from London Business School continued their historic partnership with Wings of Hope. They continued mentoring and conducting workshops for the students. Mature students represented over 20 nationalities and countries - from Australia, Brazil, Portugal, the USA, the UK, and Ghana.

London Business School students from all professional backgrounds brought their knowledge and expertise towards our WOHAAs students. We had support on marketing, business and entrepreneurship, technology, finance, education and music.

WOHAA MENTORING - THE HOLIDAY ARMADILLOS - ROYAL MASONIC SCHOOL

55:49

Leave

Horwood, Jocelyn (SKAUKPLC)

Lara

Sophia Hall (Guest)

Louisa Alderman

Molly O'Boyle (Guest)

Jhanvi (Guest)

Type here to search

ENG UK 19:52 18/11/2020

TEAM DREAM BUBBLE - ROYAL MASONIC - WOHAA MENTORING

01:00:01

Leave

Aanya

Heenam

Katharina

Sara

Supipi (Guest)

Lumanti

Type here to search

ENG UK 19:43 29/11/2020

WOHAA MENTORING TEAM TESSERACT - QE BOYS

31:38

Leave

Sohom Haldar

avikgupta

Ansh (Guest)

Bikiran Behera

Type here to search

ENG UK 19:31 13/11/2020

TEAM GENIES - WOHAA MENTORING SESSION - Sutton High School

48:44

Leave

Barnard, Thea (SUT) Student

Potter, Alex (SUT) Student

Raymond, Sharna (SUT) Student

Smedley, Annabel (SUT) Student

Dennis, Izy (SUT) Student

James, Hannah (SUT) Student

Type here to search

ENG UK 19:46 20/11/2020



## SKILLS WORKSHOPS

**WOHAA MEET THE EXPERTS WORKSHOP: TECHNOLOGY**

London Business School Technology and Volunteering Club invite you to discover the world of working in technology, and the current and future trends within tech.

**Sunday 13<sup>th</sup> December 2020**  
12pm – 1pm  
Registration via Eventbrite  
Open to WOHAA 2020/2021 participants and alumni.  
Deadline for registration 12<sup>th</sup> Dec 2020

wings of hope

**WOHAA MEET THE EXPERTS WORKSHOP: CV WRITING SKILLS**

London Business School

**Sunday 17<sup>th</sup> January 2021**  
5 – 6pm

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London Business School

### Why should you bother listening for the next 30 mins?

Some silly mistakes in applications:

- **Reason for leaving** – “It was hard work”
- **Personal profile** – “I be no stranger to double-entry. I loves numbers, and my wife and I loves journals and ledgers! Can also do tricky sums when I puts my mind to it. Computer litrate.”
- **Cover letter** – “This is my CV I am intrested in any job opening use have avaible if u could please send a vercation that you recieved the email”
- **Hobbies** – “Marital Arts” (Possibly meant martial arts?)
- **Key skills** – “Perfectionist with a keen I for details.”

London Business School

### What do we plan to go through today?

1. CV
  - What is a CV?
  - What are people looking for from your CV?
  - Example of good and bad CVs
2. Cover letter
  - What is it?
  - What should the key sections be?
3. Interviews -> Bhavik journey (similar background to the target audience)
4. Tips on how to get a job
5. Q&A

**Craig Kunce**  
304 Fourth Avenue South, La Crosse, Wisconsin 54602, 608) 555-3480

**OBJECTIVE**  
A challenging position in the graphic design field that utilizes my experience, education and creativity to help the company grow and succeed.

**SUMMARY OF SKILLS AND QUALIFICATIONS**

- Experience designing advertising and marketing materials for a variety of projects including logos, brochures, packaging, advertising, signage and websites.
- Excellent ability to communicate and work in a team setting - derived from current freelance projects
  - Thorough knowledge and understanding of prepress and the offset printing process
  - Experienced illustrator with strong watercolor, oil painting, and colored pencil skills
  - Able to work directly with clients to discuss ideas and solutions to their needs

**SOFTWARE KNOWLEDGE**

- Photoshop, Illustrator, InDesign, Dreamweaver, Flash, Acrobat, GoLive, Word, PowerPoint, and Excel
- Tech-savvy, comfortable, and up-to-date with current online design and media trends and interfaces

**EDUCATION**

Associate of Applied Science, Graphic Design  
Western Technical College, La Crosse, Wisconsin  
Graduated with highest honors. GPA 3.8.

- Hardware experience: Mac and PC computers, flat-bed color scanners, digital photography, B/W and color printers, large format printing, working on servers and networks, prepress and film imaging equipment (Xtrem Xentix 4 PDF Workflow Solution), offset printing presses, bindery and finishing machinery, and electronic paper cutters.

**WORK EXPERIENCE**

Assistant Manager, Meat Department  
Quillim's, La Crosse, Wisconsin. 2007-present

- Assisted Meat Department Manager with all daily responsibilities
- Inspected and signed for deliveries in manager's absence (5-10 times per week)
- Direct customer service (dealt with approx. 50 customers per day)
  - Trained and mentored all new employees (30 to date)

Graphic Designer and Publication Artist  
The Zeal, La Crosse, Wisconsin. 2006-2007

- Designed and produced the monthly school newspaper (20 issues total)
  - Consistently met our monthly design and printing deadlines
- Redesigned the logo and format to update the look and follow industry trends

Retail Sales Associate  
Eddie Bauer, Onalaska, Wisconsin. 2004-2005

- Dealt directly with customers, assisting with selections, purchases and returns
- Worked independently and performed opening and closing responsibilities
- Responsible for all money, returns, and sales transactions on the weekends
- 2008 Sales Associate of the Year. Increased my annual sales volume 15%
- Organized loss-prevention efforts throughout the store (saved \$2,000 annually)

**ACHIEVEMENTS**

- Vice President, Graphic Design Club, Western Technical College. 2008-2009
- First Place Portfolio Review Poster, Western Technical College. 2009
- Third Place Gutenberg Award, Poster Design. 2009

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London Business School  
Sales Assistant cover letter

Ms Jane Brown  
101 Amy Road  
Every Town  
XX1 1YY

Mr John Smith  
ABC Company  
All Streets  
Any Town  
AA1 1ZZ  
(Date)  
Dear Mr Smith  
**Position of Sales Assistant**  
I am interested in the above post and would like to apply.  
My CV indicates my previous work experience in busy retail locations in the leisure and children's clothing sectors. I believe that my success in retail sales is due to my excellent interpersonal and customer service skills. I can communicate with customers in a friendly and informative manner and help them to make the right product choices.  
I also have a great deal of experience in storing and laying out stock, handling cash and processing debit and credit card transactions. I work well with others and have a real team spirit mentality.  
I am keen to transfer my skills to your company's sector and feel sure that I would be a successful addition to the store. I am flexible in terms of working patterns and can be depended upon to work hard.  
I would appreciate the opportunity to meet you to discuss the post in more detail. In the meantime, I would like to thank you for taking the time to consider my application.  
I look forward to hearing from you.  
Yours sincerely

london.edu Jane Brown

[cover.org.uk](http://cover.org.uk)

## Cover Letter Example

→ Your Address in Middle or Top Right

→ The Recruiter / Company Address on the left

1<sup>st</sup> Paragraph: What position are you applying for?

2<sup>nd</sup> Paragraph: Why are you interested in this role?

3<sup>rd</sup> Paragraph: Relevant skills and experience for the role

4<sup>th</sup> Paragraph: Reiterate your interest in the role and indicate your desire for an interview

11

## WOHAA Workshop: Wellness and Positive Mindset in Project Management

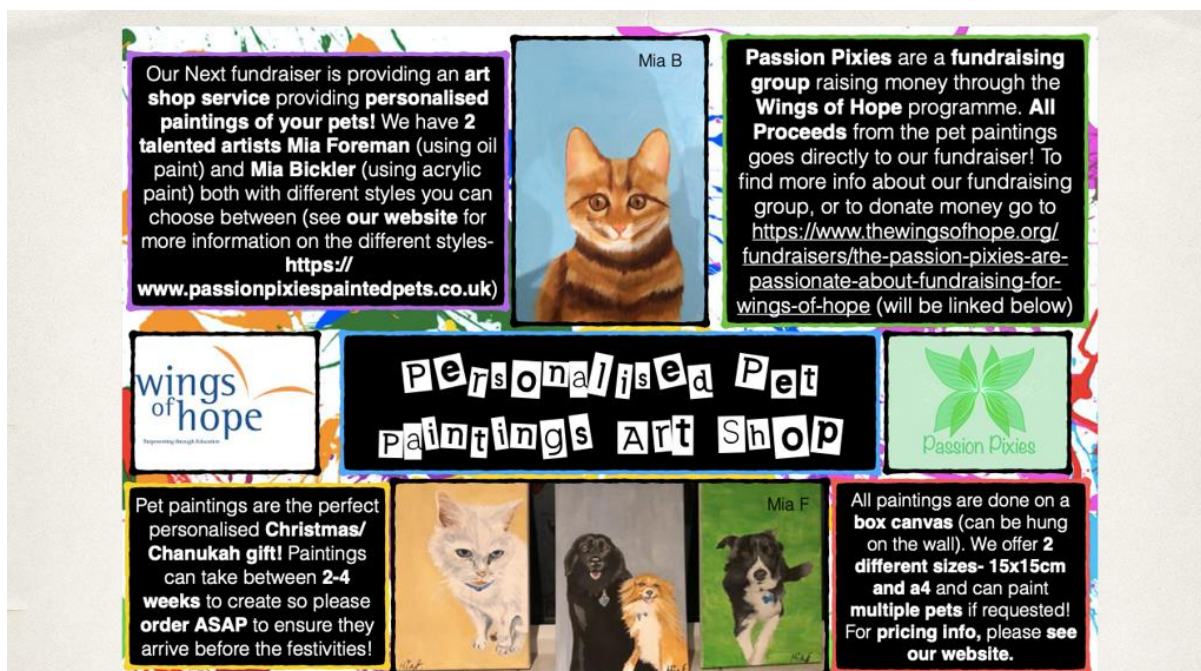


By Renu Gidoomal.  
Sunday 10<sup>th</sup> January 2021  
19:00





**STUDENT PROJECTS**  
**UK - WOHA**



Our Next fundraiser is providing an **art shop service** providing **personalised paintings of your pets!** We have **2 talented artists Mia Foreman** (using oil paint) and **Mia Bickler** (using acrylic paint) both with different styles you can choose between (see **our website** for more information on the different styles- <https://www.passionpixiespaintedpets.co.uk>)

**Passion Pixies** are a **fundraising group** raising money through the **Wings of Hope** programme. **All Proceeds** from the pet paintings goes directly to our fundraiser! To find more info about our fundraising group, or to donate money go to <https://www.thewingsofhope.org/fundraisers/the-passion-pixies-are-passionate-about-fundraising-for-wings-of-hope> (will be linked below)

wings of hope  
Empowering through Education

**Personalised Pet Paintings Art Shop**

Passion Pixies

Pet paintings are the perfect personalised **Christmas/Chanukah gift!** Paintings can take between **2-4 weeks** to create so please **order ASAP** to ensure they arrive before the festivities!

Mia B

Mia F

All paintings are done on a **box canvas** (can be hung on the wall). We offer **2 different sizes- 15x15cm and a4** and can paint **multiple pets** if requested! For **pricing info**, please see **our website**.

November 6th 2020

We began creating advertisement posters of our new fundraiser which we plan to continue over the next few months- personalised pet paintings! We have a few talented artists in our group so we thought this was the perfect idea. We sent this out to friends and family to get their orders in before releasing it to the public.

**CAR BOOT SALES**





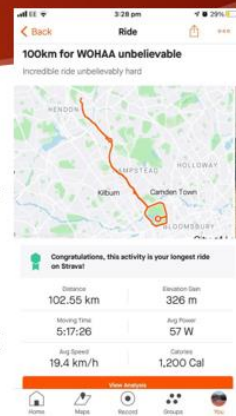
## CHRISTMAS EVENTS



## 100KM BIKE RIDES



- ▶ Zac Benjamin and Gabe Schuchman chose to complete an extremely hard challenge, cycling 100km. Even though there was a global Pandemic it didn't stop them from continuing. The challenge was originally set to be completed on the 07/02/21 however with snow on the ground it would have been dangerous to complete it. So the team postponed it until the 14/02/21. We set off early in the morning and started the ride, it got tougher and tougher. We then had some support from our friends and family. Then we had finished the ride. After nearly 5 hours of cycling in the freezing cold we had finished. it was an amazing experience riding it for WOHA! and we are so glad that all the money is going to an amazing cause.



## CHENNAI EVENING TUITION PROJECT/ COVID-19 SUPPORT

Report from SAVE Trust - Our local NGO in Chennai, whom we support.

The distribution of Mask, Educational Materials and Snacks to tuition children and tuition teachers, volunteers and stakeholders had been organised in the tuition centres at Nehru Nagar, Velliyur - Thamaraiykkam village of Tiruvallur District (about 40 KMs away from Perambur - Chennai where we are running three tuition centres from 2019) and Madhavaram.

The tuition teachers and stakeholders successfully organised the distributions at their respective tuition centres. The volunteers arranged the distributions. Through these distributions, all the children of these centres, teachers and volunteers had happily received two masks each. The teachers and leaders of the areas had registered their sincere thanks to the Wings of Hope, UK for this timely support. Ms. K. Jebamani motivated the students with orientations on the need of wearing masks regularly and washing hands frequently and keeping social distancing when they are in crowded places. Through these three distributions there were 360 masks were distributed. The programs had been ended with distribution of biscuits. Further, 75 children of Velliyur centre had received note books, pencils, pens and other educational materials. Mr. Chals Mathew thanked all the leaders and teachers for organising the programs well.

### Details of Mask / Stationery and Snacks Distributed:

Area / Tuition Centre	No of Students Benefitted	No of Adult Students / Teachers Volunteers		Total
		Benefitted	Benefitted	
Kennedy Nagar	90	30		120
Velliyur - Tiruvallur District	110	50		160
Madhavaram	60	20		80
<b>Total</b>	<b>260</b>	<b>100</b>		<b>360</b>







### **FOOD DISTRIBUTION TO ALL CHILDREN AND THEIR FAMILIES DURING COVID-19**

Responding to the urgent need of food (dry groceries), soap and sanitizers to all our children and their families who were suffering a lot due to strict Lockdown enforced by the Government, SAVE Trust was able to quickly mobilise volunteers and team leaders to procure, transport and distribute these items to all these families located in various parts of north Chennai.

All children and their parents were given these parcels in the same centres where tuition is conducted, but with strict social distancing and other measures in place.

Vast slum areas were also sprayed with disinfectants over several days, to make sure that the children and their families had more protection.

### **SSS, Institute of Educare, Chennai, India**

In July 2020 the school started online classes from Lower Kindergarten to Year 12. It was a large challenge for the school as the children and students did not have digital devices. There was a fundraising drive to secure tablets and laptops to enable school education digitally. Many children used their parents' mobile phones for the online Zoom classes. This was a very difficult learning period for the students but through dedication from the teachers and school staff, all learning migrated to being digital.

Once a week teachers were invited for wellbeing and spiritual classes, to help support them during this intense period of teaching.

The school organised a 3 day course on culture for the students held by notable professionals.



### **Year 12 results 2020-2021**

CBSE results (national board exams)

Students from the school achieved top national results - here are some of the students' grades

- Sabarish Sankaran 94.2%
- Tamarai Selvam 91.6%
- Vishal P 90.6%

### **Year 10 results 2020-2021**

- Sainath S - 93.2%
- Manikandan S - 90.8%
- Sivanesan R - 90.6%

### **Diversity and Inclusivity**

Students got to roleplay different people from different cultures, and backgrounds to engender respect





**ATAL TINKERING LAB INAUGURATION**

Funds raised for the school allowed for a digital leap forward for them. Contributions allowed for a brand new digital lab to be built and initiated. The lab aims to develop innovating thinking in the children's minds through hands-on lab activities using Artificial Intelligence, 3D printing, Robotics etc



**INAUGURATION OF SSSIE ATAL TINKERING LAB BY DR. SATHYAN SUBBIAH**



## **HOSTEL BUILDING PROJECT**

The charity contributed towards the building project for a new hostel/ dormitories adjacent to the school. This had particular sentiment attached to it as the dormitory is being built in the name of the late Principal of the school who sadly passed away of COVID-19 at the young age of 40 years old. Wings of Hope's contribution this year was for one 400 SQ FT dormitory , with future plans in place to support more.

### **In Conclusion**

We are proud of the achievements of our teams, volunteers, mentors, teachers, and of course students - globally - this year. Despite all of the challenges that the COVID-19 outbreak caused in terms of logistical challenges in schools, mental wellbeing of students, teachers, and parents, and the various migrations to digital forms of communication and connections - the charity has weathered through the issues, and come out stronger and more agile.

We have diversified our way of presenting to students which will enable scale and growth in the future. There has been a greater appreciation of nature and the environment which has encouraged students to allow WOHAAs to be a programme focused on a holistic set of life skills training including that of being custodians of the future of our planet.

Unsurprisingly the students excelled at adapting to digital forms of fundraising and involvement in workshops. The topics of conversations during the mentoring sessions and workshops were incredibly rich. Students showed great empathy for each other and the cause-related charity work. The students relished the challenge to do online fundraising and awareness raising for the charity and were supported wholeheartedly by parents, guardians and teachers.

We hope that in 2021-2022 our normal in-person programmes and workshops can recommence, however we embrace a hybrid form of conducting business as a charity.

Our international projects never fail to amaze in their positivity, and can-do attitudes towards supporting the community - from education, to healthcare, and food.

Partnerships - we hope to continue our working relationships with our corporate partners and to enlist new ones in the fields of digital communication, social media, and environmental leadership for young people.

Wings of Hope continues to charge no fees to schools, in the UK or abroad for the WOHAAs Programme. This has benefitted students from State, Comprehensive, Academies, Teach First and Free Schools.

The management team continue to do all they can to find suitable sponsors for this programme.

Our corporate partners continue to support and encourage the work that we do, through regular communication.

We are grateful to many individuals who have donated to us through the WOHAAs projects as well as through other donations.

We are very grateful to thousands of students behind this charity, hundreds of teachers and heads of schools who have so generously supported us and to all our Patrons and donors for their ongoing support and encouragement.

WOHAAs has also benefitted from the vast amounts of time, spent by the Co Founders of the charity, building and strengthening old and new relationships with corporate partners, schools, and universities.

