

# Celebrating Do It For Real



Nearly half of people aged 18-30 want to start their own business<sup>1</sup>. There's also a growing appetite among millennials to make a positive impact on the world.

Do It For Real, delivered by **UnLtd, Spirit of 2012** and **Comic Relief** mobilised young people aged between 11 and 30-years-old to start and grow sustainable social action projects, connecting ventures with volunteers and mentors.

DO IT FOR REAL



**"Do It For Real has fundamentally changed me as a person."**

**Ben**  
Do It For Real social entrepreneur

**UnLtd supported 347 young social entrepreneurs from across the UK to get a social action project off the ground. Some of the groundbreaking projects delivered by Do It For Real social entrepreneurs:**

**Megan Douglas, 29**  
Proud, Belfast

An ice-cream cycle street food venture that helps young people in Belfast get into employment.

**Stephanie Clarke, 24**  
Actors Jam, London

Tackles the lack of diversity in the creative industries - empowering young people to use their voice and showcase innovative work.

**Jessica Starns, 27**  
Dyspraxic Me, London

A peer support group that takes on activities such as cooking, sports and social skills.

**Samuel Akin-wale, 17**  
Amplify, Manchester

Works with young artists who attend creative workshops to help them discover their distinct style by exploring their identity.

**Duncan Swainsbury, 26**  
Bounceback Food, Manchester

Supports foodbanks across the UK on a 'buy-one, donate one' basis. It also teaches people how to cook, shop and budget.

**Nathaniel Richards, 26**  
Nifties, Dover

A social supermarket that sells items priced between 2p and £3 - helping the UK to tackle its food waste problem.

"Some of the people we work with in our workshops have disabilities, and as a social entrepreneur it has made me think how to insert that in my business (as for example doing risk assessment of the venue we use)."

**Duncan**  
Award Winner

"The support I have been given allows me to pass it on and have a positive attitude towards what I'm doing, therefore encouraging others to do the same. [...] I am much happier as an individual being able to do the one thing I've wanted to do since I was very young."

**William**  
Award Winner

"[The programme] has certainly helped me because I was not able to work anymore because of [my disability]. It helped me getting myself back out there, start again my career. I've registered to be self-employed so I'm going to be continuing that."

**Genieveve**  
Award Winner

Through their projects, social entrepreneurs created...

**681 employment, training and volunteering opportunities.**

"By volunteering I try to make social business appealing for my generation."

**Vicky**  
Volunteer

"The big thing we want to change is the rate of young people who leave care and become homeless. At the moment, 1 in 3 young people who leave care will become homeless in two years. We want to reduce that by giving them support in that transition."

**Richard**  
social entrepreneur

Building connections between...

**347 young social entrepreneurs, mentors and 49 volunteers.**

Together, they have helped change the lives of more than...

**5,631**  
people

<sup>1</sup> From UnLtd Apprenticeship in Entrepreneurship research paper. <sup>2</sup> All other data from UnLtd application forms and End of Award Surveys (n=43). <sup>3</sup> All data correct as of September 2017



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What social action projects do you want to see in the future? Let us know @UnLtd

