



Social Value Report

Images credit: Paul Stevenson
Genius Within Ambassador



2023 - 2024

Introduction

Genius Within are a Community Interest Company specialising in supporting neurodivergent adults and the organisations that work with and employ them. Our work covers a wide range of sectors, including Criminal Justice, Social Justice, Government and private businesses.

Genius Within offers specialist coaching for Neurodivergent adults, looking for or in work, as well as a range of assessments, and training for organisations.

We have created the Genius Finder™ platform, delivering a strengths-based assessment tool for organisations, and individuals.

Additionally, we have co-created two programs of eLearning, to support greater awareness of different neurotypes as well as a more focused program around supporting Line Managers.





Genius Within's mission continues to be to support neurodivergent individuals to work at their best, more of the time.

However, in a world of expanding awareness and disclosure, we know that it isn't enough to provide future services in the same we have in the past. The world urgently needs scalable solutions, that are accessible, cost efficient and easy to use.

At Genius Within, we continue to support anyone trying to gain access to a diagnosis, but equally we recognise the continued pressure on all services to deliver the numbers we see now, and we know that there are agonising long waiting lists and/or excessive costs.

We want to change the world that our community experiences. We want to provide an alternative to the world of long waiting lists, prohibitive costs and frustrating experiences. We want to focus on providing immediate and scalable support, that will genuinely help every individual and every organisation that works with them.

We have poured in every ounce of knowledge from the last 13 years of practice and underpinned that knowledge with extensive research. Driven by that dream to change the world, we have developed The Genius Finder™.

In the last year we were delighted to receive investment from The Big Issue Growth Fund to enable further development of this platform - allowing us to expand our support of the long term unemployed, alongside those in the prison system as well as those working within the NHS, in emergency services and within the private business sector.

Through the Genius Finder™, we are offering a powerful tool, also accessible via the smartphone in your pocket, with the sole intention of supporting neuroinclusive change for everyone. This year we started our call for change; to move our focus from automating diagnosis to organising support.”





About the Genius FINDER™

The Genius FINDER™ platform has two variants, one designed for individuals, the other for organisations.

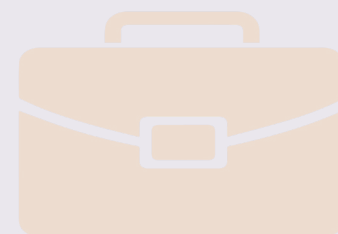
My
Genius
FINDER

for individuals



Genius
FINDER **PRO**

for organisations



We continue to work with our Social Justice clients to support individuals into work, to match strengths to job opportunities, and to identify and strengthen positive working outcomes.

Recent users of the Genius Finder Pro have said:

“

“The Genius Finder Pro is user friendly, and the report provided is very useful for our trainees as a first step into understanding their neurodiverse strengths, and useful strategies and adjustments, prior to any assessment.”



“

“It’s one of the best tools which I’ve used in my life. I will remember to strive and apply strategies throughout my future as well as to impart such skills to anyone who may be needing similar help.”



Neurodiversity eLearning

Genius Within has also launched its own neurodiversity focused eLearning with packages and modules covering Neurodiversity Awareness and Managing Neurodiversity at Work.

View each module on our LMS site here:

<https://elearning.geniuswithin.org/>



Genius
eLEARNING

Awards and Recognition

Genius Within CIC are pleased to announce that we have been granted B Corp status. Demonstrating that a commitment to transparency, authenticity and social Justice is always a top priority within our organisation.

A B Corp status is granted only after independent non profit network, B Lab, thoroughly review an organisation and verify that they are meeting the highest standards. It is a way of proving that you walk the walk as well as talk the talk. Genius Within are proud to have met this standard and honoured to be joining a community that values ethical business practices.

Certified



Corporation

CEO Jacqui Wallis said...



We are thrilled to have achieved B Corp certification. Adding B Corp status to our CIC status indicates our clear commitment to working for and with our community.

Using these two credentials as our guiding light encourages us to move forward, develop and grow whilst keeping our core principles at the very heart of everything we do as they have been since our inception.

We are looking forward to joining a very select, but important group of members who share our values.”



Blooming Genius:

Blooming Genius, are a subsidiary of Genius Within.

Their mission is to work towards a future where all neurodivergent young people are adequately supported and empowered to journey through life and education at their strongest and happiest.

Find out more at

<https://www.bloominggenius.org/>



They do this by:



Providing small grants/donations to neurodivergent individuals and organisations.



Sharing inclusive, strengths-focused practice and evidence.



Developing resources to share with professionals and organisations who work with neurodivergent students, combine lived experience with professional expertise to target communities that are more likely to receive inadequate information and support around neurodiversity.



During this year, Blooming Genius made donations to Black SEN Mamas and ADHD Babes supporting their grassroots activities to support young people in their communities.

We were delighted to have supported **Marsha from Black SEN Mamas** to achieve her CIC status, enabling her to apply for further grants to grow and expand her work.



Club Chairman Simon Ward told us...



“We are delighted to have the privilege of being sponsored by Genius Within CIC, who share our passion for inclusion for all within the game of football. Boasting over 250 registered footballers, Plumpton is an entirely volunteer-led organisation that strives to make football fun and enjoyable for all.”

Supporting grassroots community football.

Starting in the 2023 season Genius Within have signed a three-year sponsorship deal to support the local grassroots football team in our local village. We were impressed with their inclusion ethos, positivity and encouragement.

We have seen their girl's team's flourish and witnessed their encouragement for all children to enjoy the benefits of playing a team sport. As the club grows they continue to seek new ways to improve the inclusive nature of the club and have recently developed direct pathways for the female game, and are looking to introduce a “wildcats” offering where people can come and play football on a more casual basis, to suit their circumstances.

The fact that the club has grown to be one of the largest in our county is of no surprise to us and we are so excited to be supporting them and their inclusion aims.



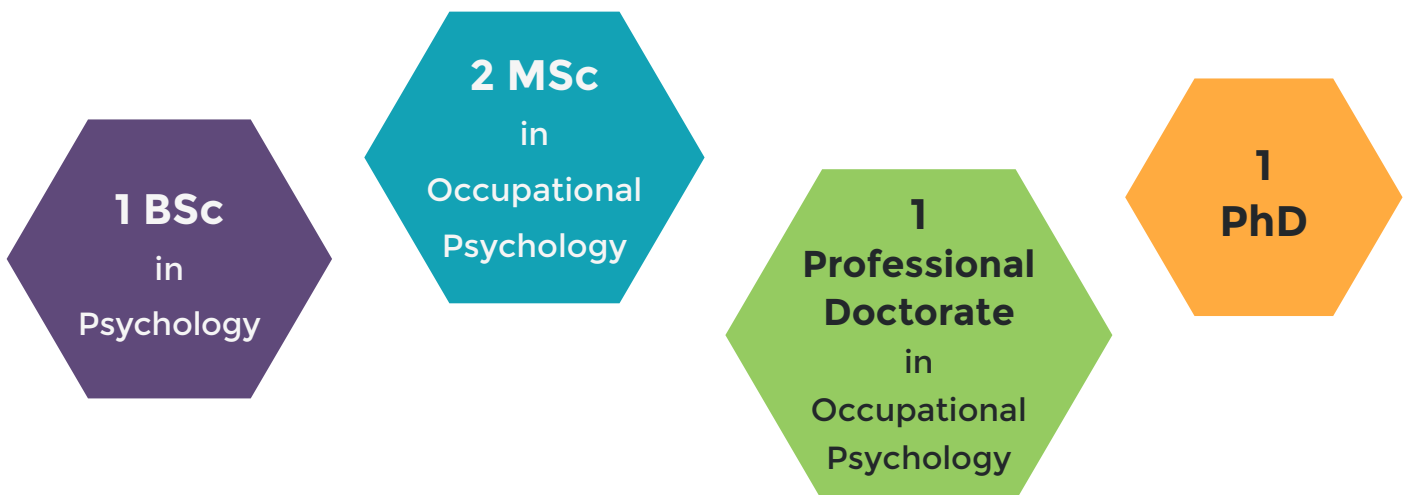
Education and Research

Genius Within has contributed to, and supported vital research at The Centre for Research into Neurodiversity at Work (Birkbeck University of London).

Works published in this year included:

- Doyle, Nancy and McDowall, Almuth (2023) The neurodiversity movement. A tipping point. Community reflections on the lived experience of neurodivergent people through the lifespan. AchieveAbility E-Journal (4), ISSN 2634-0798.
- McDowall, Almuth and Doyle, Nancy and Kiseleva, Meg (2023) Neurodiversity at work: demand, supply and a gap analysis.
- Universal design in psychometric testing.
- Assessment and Development Matters.

We have also funded:





Richard is a learning-disabled gentleman who lives in a supported housing complex in Bedford. Before claiming Universal Credit, Richard had maintained a part time job at a local hardware chain for 23 years. When the store closed down in 2018, Richard was devastated as his colleagues really did feel like family and it was a huge loss.

Richard is hard working and has a positive mindset. When he was referred to IPES he embraced the programme enthusiastically and with an open mind. He was happy to try anything. He just wanted to work, as being a paid employee brings him a sense of self-esteem and connection with his community.

In August 2022, Richard's key worker helped him apply for a temporary cleaning role at a different hardware chain. Richard and his key worker worked with his employer to create a visual checklist that Richard could use to ensure that he completed his daily tasks on time. There were a few teething problems, but Richard was always open to learning and changing his approach. After a few weeks he was getting consistently positive feedback from his employers. Unfortunately, however, as the contract was seasonal his job ended in the new year. This was difficult for Richard as he had hoped he would be kept on.

Richard was interviewed by another cleaning company and was offered a part time cleaning role at a local school. He is delighted and has discussed with the manager a colour coding system for his cleaning materials that will help him as a reasonable adjustment. The role began in September 2023 and before he started, Richard practised his bus route, and is working with the staff at his supported housing unit to brush up on his cleaning skills!

This role will make a huge difference to Richard because being able to go out to work brings meaning and structure to his life and reminds him of the things that he can achieve.

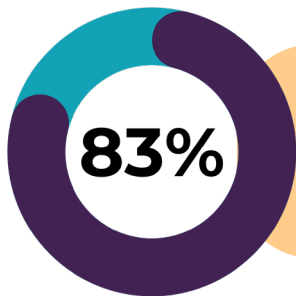


Our work in numbers

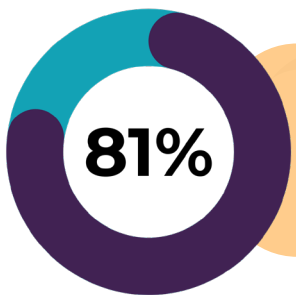
Our work with this community has seen us support **1,328** people across all our **Social Justice** contracts.

We have delivered Group work and individual strategy coaching in ten prisons across UK, including:

- ◆ South East
- ◆ South West
- ◆ North West
- ◆ Merseyside
- ◆ Coldingley
- ◆ Lewes
- ◆ Feltham
- ◆ Send
- ◆ Rochester
- ◆ Portland
- ◆ Elmley
- ◆ Downview
- ◆ Lancaster Farm
- ◆ Liverpool



of our unemployed clients either found work, entered training or education or moved to actively seeking work.



of unemployed clients who entered employment, sustained their job for over six months.

- ◆ We provided complementary support and training, to the value of **£26,775**, to **45 individuals and 15 organisations**.
- ◆ We supported hundreds of Access to Work grant recipients enabling them to work at their best.





The Celebrating Neurodiversity Awards

Every year we host our awards to celebrate the amazing work from within our community.

Our awards just keep getting bigger, and this year our Marketing and Management teams gave over 1,000 hours of their time for free to put on a fantastic celebration where our neurodivergent attendees were truly celebrated!



We were delighted that **broadcaster, podcaster and best-selling author Nicky Campbell** joined us at our 2023 awards ceremony alongside his daughter **Kirsty Campbell**.

The father and daughter duo supported the awards and shared personal reflections as part of the hybrid event that was held in-person and streamed online on 28 September 2023.

Kirsty shared her recent experience of her ADHD diagnosis and what that has meant to her and her education.

They were both passionate advocates for support for the community and selected the grass roots charity **SPACE**, in recognition of the work they do with families and young people.





As the Awards are not-for-profit, all the profits go towards celebrating the nominees and to a grass roots charity.

This year we donated, **£2,000** to SPACE Hertfordshire who are a charity working within the field of inclusion.





We were thrilled to be able to host more attendees in person last year with just under **100 guests joining us as at the Institute of Physics** on September 28th and **340** attended the live stream.



Quote from SPACE Hertfordshire:

“With this donation these activities can continue for our young people. We did 300 last year, so you can work out that is almost one a day where young people can come together to be their unique, fantastic and authentic self in a safe environment where their neurodiversity is celebrated.



It also means we are able to put on workshops for the parents/carers to help their young person navigate the world in which they are in, to make those changes, to advocate for their young people and to have those conversations in schools to make the place a better place for their young people.

Its having access to our family support team when they need a little helping hand. It could be about coming to our lending space so they can borrow equipment and have a safe space to just be them. So this donation goes such a long way to that. I would like to say thank you to everybody and well done to you all for championing the champions.”

Charity and Sponsorship:

During this year we donated £25,825 to local and international, environmental and Neurodiversity charities.

Charities and CICs included SPACE Hertfordshire, Blooming Genius and Braintrust.







Our Webinars and Digital Events

Between May 2023 and April 2024 the Genus Within CIC team delivered over 50 talks, events, podcasts and roadshows, across the UK and Internationally.

During Celebrating Neurodiversity Week alone we delivered:



30 sessions
with a reach
of over **8,000**
individuals.



Events were **free to attend**, and widely advertised, both via our own social channels, but also through our partner channels.

This year:

- ◆ **2,194 people** attended our online events at other times of the year
- ◆ Audience members included ERGs, those seeking work, as well as partner organisations and those seeking advice on how to support neurodivergent individuals in the workplace.



“We want you to fly; the world benefits when you live to the power of your strength.”

-Nancy Doyle,
Founder of Genius Within



Where we cover

There is no UK postcode we cannot deliver to due to our extensive network of employees and associates. We also deliver internationally, across Europe and in USA.

Our head office is near Brighton and we opened a new office in Birmingham.

Contact us today



Call us
+44 (0)1273 890502



Email us
info@geniuswithin.org



Visit us
www.geniuswithin.org



For information about Genius Within and the services we provide, please visit us at:

www.geniuswithin.org



View our services with the QR code above



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The Lewes Stand, Plumpton Racecourse, Plumpton Green, East Sussex, BN7 3AL

Genius Within CIC is registered in England under company no: 07602446

