



Reawakening aspirations

Our partners



What?

100 Girls is a programme created by Jessica Huie MBE to support unemployed young mothers aged 16-30 in rediscovering their aspirations, surpassing stigma and enabling their own financial independence through life changing internships, 1-1 mentoring, selfdevelopment group learning and entrepreneurship.

The objective of 100 Girls is to stop the cycle of poverty, low aspiration, ill education, mental health issues and dependency which are passed on rapidly from one generation to the next through teen pregnancy

Our story...

100 Girls is founded by Jessica Huie MBE, whose experience of having become a mother aged 17 and tackling many of the personal challenges the programme's participants face, inspired the launch.

In 1998 seventeen year old Jessica became mother to a baby girl. Ill educated and housed for a short period in a Kings Cross hostel, the support of employers who offered Jessica internships which evolved into employment opportunities, helped transform her life from benefits and mediocrity to one of accomplishment and financial independence. The confidence gained from building a successful media career inspired her entrance to university and Jessica later founded the award winning Color blind cards brand and PR firm JH Public Relations receiving an MBE aged 34 for services to Entrepreneurship.

There were several individuals whose belief in Jessica enabled her to change her life and that of her daughter. Today 100 Girls brings together individuals and organisations committed to supporting young mothers in reawakening their aspirations and enabling their own social mobility, to create happy families and make a positive contribution to society.

Why?

- ❑ 1 in every 25 teenage girls in the UK will become pregnant (Office of National Statistics)
- ❑ 40% of teenage mothers have left school with no qualifications
- ❑ 15% of those not in education, employment or training (NEET) are teenage mothers
- ❑ Babies born to teenage parents have a 63% increased chance of experiencing poverty
- ❑ 22% of girls in the care system become teenage mothers
- ❑ The greatest risk factor for teenage pregnancy is having been the child of a teenage parent yourself

At present, approximately 20,000 young girls in England annually will become mothers before they reach their 20th birthday. Of this group, nearly 70% are classified as being outside of education, employment or training (NEET). This is compared with just 10% of 15-18 years olds in the general population. For these young mothers, a combination of lack of formal education, family support, finance and childcare can all too often instigate a cycle of low confidence and under-achievement. In the 2008 Youth Cohort Study, 30% of teenage mothers cited their pregnancy or motherhood as a barrier to entering education, employment or training. These issues are further compounded by poor school experiences, housing difficulties, adverse mental health, lack of confidence and self-belief, lack of positive role models.

In addition, teenage mothers are statistically more likely to lack formal educational qualifications, with approximately 40% of teenage mothers leaving schools without any qualifications at all. This makes accessing traditional employment opportunities problematic, with lack of formal qualifications frequently limiting teenage mothers to low quality, low skill employment, often with part-time or zero hours contracts, minimum wage and extremely limited opportunities for career advancement and professional development.

100 Girls breaks this cycle of deprivation and disadvantage by providing teenage mothers an opportunity to regain confidence, to learn new skills and to harness increased social mobility through internships and the development of entrepreneurship.

How does it work?

Young mothers aged 16-30 can apply or be nominated for the programme through online application. Interviews with young women are conducted face to face and ten participants are selected each term and sifted through to our entrepreneurship or internship programmes.

The Entrepreneurship programme

This programme is designed for young mothers with aspirations to re-engage with employment through entrepreneurship, or with a business idea that they are seeking support to develop.

Participants will engage in a programme of monthly workshops crafted to increase confidence and capacity, enabling young mothers to overcome the social, practical and emotional barriers to entrepreneurship and upskilling them to establish successful businesses and pursue their business ideas. Workshop content will include practical sessions covering issues such as business registration, business planning and financial management as well as personal development skill sessions (for example presentation and personal effectiveness, confident networking etc).

Monthly workshops will be complemented by monthly mentoring sessions where project participants can benefit from the skills, experiences and experts of positive role-model women in business. At mentoring sessions participants will have an opportunity to discuss and reflect on the practical application of the workshop content within their daily lives and establish next steps for personal and professional development.

100 Girls works in partnership with The British Library's Business & IP Centre who facilitate several of our workshops. The Centre have an extensive track record in delivering tailored support for current and aspiring business owners. This includes a high level of effectiveness at working with target groups, with current statistics showing a 58% female and 35% BAME user-ship of their resources and services within London.

The Internship programme

Participants are matched with an incredible company who is committed to giving an opportunity to a young woman whose limited resume would not usually afford them work experience at the organisation.

Before the intern is matched to their employer a one to one session is conducted with the young women to prepare them for their opportunity, with topics ranging from mind-set and self worth to dressing for work and confidence building, tailored to each young woman.

Each participant embarks on a twelve week internship working fifteen hours each week, within a company which has been matched to their passions and skill set or interests. 100 Girls conduct monthly appraisals with both the company and the intern to support both parties and monitor the success of the arrangement.

At the end of the twelve week period a meeting with the employer is held to ascertain next steps. 100 Girls meet with the intern to support their progression, whether employment at the company, continued internship, return to academia or otherwise.

Social Impact?

In order to monitor the impact and success of the project, we have developed a comprehensive framework of monitoring and evaluation activity to be delivered at pre, during and post programme stages. This includes:

Individual 'pre-project' self-assessments completed by all project participants prior to engaging in the project. These will gather practical data (potentially with a research or case study application) but will also measure 'soft' targets such as perceived personal effectiveness, confidence and self-esteem, assessment of professional prospects and career development opportunities etc.

Participant feedback forms for all workshop sessions, enabling us to monitor effectiveness and impact, address potential problems and to monitor for perceived gaps in service provision by creating a forum for suggestions for improvement or desired content from participants.

Participants will keep a log-book of mentoring sessions which will include agreed actions and development plans, observations, learning journals and meeting and relationship outcomes. These will be designed based on reflective and reflexive practice principles to facilitate ongoing learning and development.

Participants will also complete 'post-project' self-evaluations based on the initial pre-project self-assessments. This will enable us to gather data on hard-to-measure 'soft outcomes' and impact such as increased confidence, better awareness, raised aspirations, improved self-esteem etc.

The programme will also undertake follow-up evaluations within three months of programme completion with individual participants to assess further training access, additional steps taken and progress made with business development.

In addition to the above we will also gather hard data including:

- Numbers of business plans completed
- Numbers of businesses registered
- Numbers of start-up business generated by the programme
- Monitoring ongoing interaction with the Business & IP Centre as an indicator of engagement
- Number of extended internship offers post 12 week programme
- Number of participants returning to education post programme
- Number of participants gaining paid employment post internship