

INSIGHT OUTREACH

England & Wales · Charity number 1178862

Details

Status Registered

Legal form CIO

Registered 2018-06-20

Register [View on the Charity Commission register](#)

Contact

Address 38 Queens House
Fennel Close
Maidstone
Kent
ME16 0SZ

Phone 07941467694

Email info@insightoutreach.org

Website www.insightoutreach.org

Activities

Objects: 3. THE PURPOSE OF THE CIO IS THE ADVANCEMENT OF EDUCATION AND THE ADVANCEMENT IN LIFE OF YOUNG PEOPLE, PARTICULARLY SIXTH FORM STUDENTS WHO ARE SOCIALLY AND ECONOMICALLY DISADVANTAGED AND/OR FROM ETHNIC MINORITY BACKGROUNDS, BY:(A) PROVIDING MENTORING ADVICE AND EDUCATIONAL SUPPORT AND ACTIVITIES TO EXTEND LEARNING BEYOND THE SCHOOL SYLLABUS(B) ENCOURAGING STUDY OF COURSES AT HIGHER EDUCATION, PARTICULARLY AT OXFORD AND CAMBRIDGE UNIVERSITIES(C) ENCOURAGING DEVELOPMENT OF INDIVIDUAL CAPABILITIES, COMPETENCES, SKILLS AND UNDERSTANDING TO COPE WITH UNIVERSITY LIFE AND STUDIES AND FIND EMPLOYMENT

Activities: Oxbridge-style mock interviews with feedbackTechniques for essay-writing and problem-solvingRecommendations on wider reading at Oxbridge levelProducing top UCAS personal statementsOxbridge-style tutorials; critical thinking, problem-solving; entrance tests; academic interviewsAdvice on courses and colleges by Oxbridge students and graduates

Classification

- **How:** Provides Services, Provides Advocacy/advice/information
- **What:** Education/training, Other Charitable Purposes
- **Who:** Children/young People, People Of A Particular Ethnic Or Racial Origin, Other Defined Groups

Geography

- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£3,259	£4,287	-	-
2024-03-31	£2,517	£1,682	-	-
2023-03-31	£2,057	£538	-	-
2022-03-31	£2,590	£928	-	-
2021-03-31	£348	£405	-	-

Trustees

Name	Role	Appointed
MARY JOYCE CONNELL-COUSINS	Chair	2018-01-18
Louise Welch		2024-07-01
NIK CERUTTI		2018-01-18
Simon McMaster		2022-07-24

INSIGHT OUTREACH

England & Wales - Charity number 1178862

Accounts



Trustees' Annual Report

***For the period
1 April 2024 to 31 March 2025***

Section A – Reference and administration details

1. **Charity name:** Insight Outreach
2. **Registered charity no** 1178862
3. **Principal address:** 38 Queens House, Fennel Close, Maidstone, Kent
4. **Postcode:** ME16 0SZ
5. **Names of the charity trustees who manage the charity:**

	Trustee Name	Office (if any)	Dates acted (if not for whole year)	Names of person (or body) entitled to appoint trustee (if any)
1	Joyce Connell-Connell	Chair		IO Trustees: <ul style="list-style-type: none"> ● Joyce Connell ● Akshar Abhyankar ● Louise Welch ● Natalie Wallis ● Vinnie Sivadev
2	Akshar Abhyankar	Vice Chair & Partnerships	until December 2024	
3	Louise Welch	Operations		
4	Natalie Wallis	Treasurer		
5	Vinnie Sivadev	Partnerships		
5	Simon McMaster	Legal and Compliance		

Section B – Structure, governance and management

6. Description of the charity's trusts:

Insight Outreach is a Charitable Incorporated Organisation (Foundation Model)

7. Type of governing document (e.g. trust deed, constitution):

The charity is governed by a constitution

8. How the charity is constituted (e.g. trust, association, company):

Insight Outreach is constituted as a Charitable Incorporated Organisation - Foundation

9. Trustee selection methods (e.g. appointed by, elected by):

New Trustees may be recruited to the Board at any time by the Trustees. In selecting individuals for appointment as Trustees, the Trustees must have regard to the skills, knowledge and experience needed for the effective administration of Insight Outreach.

10. Additional governance issues (optional information):

10.1 *Relationships with partners*

Since its inception as an approved charity, Insight Outreach (IO) has benefitted from an arm's length partnership with Insight Education (IE) Limited, a company focusing on disseminating the benefits of academic mentoring in the education sector. The Managing Director of IE is also the Co-founding Trustee of IO and continues to donate IE's processes, systems and academic Oxbridge Mentoring syllabus and materials to IO to enable the charity to run the Oxbridge Mentoring Scheme on a wide scale for free for students that attend UK state schools.

In 2024, IO were pleased to have partnered with educational enterprise Leading Education who had a social enterprise arm working with state school students who had registered for the company's "LEAP Programme". Insight Outreach went forwards in April 2024 supporting 73 of Leading Education's "LEAP" students through the provision of over 20 hours of academic support on the Oxbridge Mentoring Scheme.

During the same reporting period, IO continued its support of Amos Bursary for the November Interview Workshop and University Education. For the latter charity, IO offered a limited number of places to the beneficiaries of the charity, however the places were not taken up. University informed IO that this was part of a wider trend seen amongst their beneficiaries who were not taking up external support at post-16, offered by partner organisations.

10.2 *Wider network*

Insight Outreach continued its membership with the Fair Education Alliance - a coalition of 250 organisations - which aims to tackle inequality in the education system, responding accordingly to calls for documentation and returns. Insight Outreach however found it challenging to provide meaningful data due to the limited nature of its operations.

Insight Outreach once again held its annual IO Interview Workshop at the central London offices of Hogan Lovells Law Firm in November 2024. The physical location allowed Trustees, Board members and volunteers to meet in person to run the online workshop for more than 50 OMS

students and partners' beneficiaries who had registered. It was a successful day with positive feedback from OMS beneficiaries.

For IO's November Interview Workshop, the space provided by Hogan Lovells also enabled the charity Board to come together to deliver the conference online to students who attended from all parts of the UK. We were fortunate to have the attendance of Zoe Campbell, Senior Admissions & Tinsley Outreach Officer at Worcester College, Oxford University.

10.3 Policies & Procedures

To guide operations, Insight Outreach had the following in place for the period covering this annual return:

- Scoring mechanism for applicants to rank and identify students for OMS places.
- Conflict of Interest Form
- Conflict of Interest Register
- Website Terms and Conditions
- Safeguarding Children Policy
- Privacy Policy
- DBS Application Procedure
- Online Mentor Application Form
- Online Student Application Form
- Mentor OMS Booklet and mentoring schedule
- Student OMS Booklet, including frameworks and resources
- OMS Self-Study Booklet and task schedule

10.4 Recruitment of administrative support

For the reporting period above, IO recruited a part-time paid member of staff, Rama Rustom, who took on the role of OMS Operations Co-ordinator for the majority of the reporting period, taking over from a previous post-holder. This was of great help to Trustees and Board as the staff member efficiently managed all correspondence relating to tutors and students who were on the programme.

10.5 Induction of Trustees and New Board Members

Where needed, proposed new trustees and the rationale for new board members are tabled as an agenda item for discussion at quarterly Board meetings or in between board meetings, as needs of the charity dictate. Similarly, voting is undertaken at Board meetings or out-of-committee meetings. The normal practice is to appoint persons to the IO Board and then later as a Trustee, when a position becomes available.

After voting, the Co-founding Trustees run background checks on applicants and write a letter of invitation to join the Board. Once the new member accepts in writing, Insight Outreach provides background reading material on the charity and minutes of the last Board meeting. They are formally introduced and welcomed as a new member at the next Board meeting.

Section C – Objectives and activities

11 Summary of the objects of the charity set out in its governing document:

The purpose of Insight Outreach is the advancement of education and life chances of young people, particularly sixth form students who are socially and economically disadvantaged and/or from ethnic minority backgrounds, by:

- (a) Providing mentoring advice and educational support and activities to extend learning beyond the school syllabus.
- (b) Encouraging study of courses at higher education, particularly at Oxford and Cambridge universities.
- (c) Encouraging development of individual capabilities, competences, skills and understanding to cope with university life and studies and find employment.

12 Summary of the main activities undertaken for the public benefit in relation to these objects:

In pursuing the objects of Insight Outreach, the trustees have undertaken the following activities for the public benefit of students:

- (a) Wide use of the OMS syllabus based on mentoring and motivational learning to facilitate educational attainment and personal development.
- (b) Materials, guidance and learning frameworks made widely available through email distribution.
- (c) Provision of online education via a dedicated teaching platform to run classes across multiple subjects.
- (d) Lessons, seminars, conferences, lectures and cultural experiences to increase educational engagement and help achieve educational goals; and
- (e) Work experience opportunities to develop leadership, entrepreneurial and problem-solving skills, build a CV and improve future employment prospects.
- (f) Creation of a UK-wide network of IO Ambassadors to build networks at schools and universities.
- (g) Offering Social Impact or other Internships (through its partners) for former OMS students to further develop their employability skills.

Specifically relating to accessing Oxford and Cambridge universities, Insight Outreach also carried out the following activities to help students make informed decisions and familiarise them with the admissions process:

- (a) Oxbridge-style mock interviews with comprehensive feedback.
- (b) Teaching and practice of mnemonics to help students hone essay-writing and problem-solving.
- (c) Recommendations on wider reading based on first year of chosen Oxbridge course.
- (d) Brainstorming and advice to produce a top calibre UCAS personal statement.
- (e) Online Oxbridge-style tutorials to hone critical thinking and problem-solving and practice skills required by entrance tests and academic interviews.
- (f) Insight into courses and colleges from Oxford and Cambridge students and graduates.

13 Additional details of objectives and activities (optional information):

13.1 Vision, Mission and Values

Insight Outreach has publicly articulated what the charity stands for in a statement of our vision, mission and values.

Our Vision is of a thriving, equal society where every bright young mind has the skills, confidence and opportunity to aspire to and achieve their higher education goals, opening the doors to a future that reflects their talent, not their background.

Our Mission is to tackle underrepresentation at the UK's top universities so that students with talent and potential can secure a place, succeed and progress in their chosen career.

The Values, ideals and characteristics that IO embodies and instils in our volunteers, future leaders and change-makers are as follows:

1. Spark Ambition: dream without limits and exceed expectations.
2. Champion Student-led Learning: take ownership of academic and personal development.
3. Develop Critical Thinking: forge new ideas, alternative perspectives and creative solutions to complex problems.
4. Build Resilience and Confidence: overcome, reflect and grow in response to challenges.
5. Foster an Inclusive Community: build social capital based on trust and respect, where networks are harnessed for social good.

13.2 Target Audience

Insight Outreach's target audience are Year 12 students who attend school in England and Wales. We particularly welcome applicants from underrepresented backgrounds, such as those underrepresented ethnic minorities and from postcodes with low progression rates to university. Our website www.insightoutreach.org states our objectives are to:

- Increase the application and success rate of state school students to Oxbridge
- Increase the application and success rate of underrepresented groups to Oxbridge
- Increase the application and success rate of students from low socio-economic backgrounds to Oxbridge
- Increase the application and success rates to Oxbridge from students living in postcodes with low progression rates to university
- Bridge the independent study and creative thinking skills gap between school and university

13.3 Eligibility criteria for applying for IO's Oxbridge Mentoring Scheme

We have stated the following criteria on our website for students considering applying for OMS:

- Must be in Year 12 and attend a state school or college in England and Wales.
- Have at least 7-9 GCSE grades (actual or predicted by an examining body).
- Studying relevant A level subjects for their intended future undergraduate degree.

In addition, we implement a holistic system which allocates 'flags' to students meeting additional criteria, such as:

- On free school meals
- In POLAR 1 or 2 quintiles or in IMD 1 or 2 areas
- From ethnic minority groups underrepresented at Oxford or Cambridge
- First generation of their immediate family to go to university
- Care leavers or caregivers

13.4 Trustees' Commentary on Contribution made by Volunteers

During the period covered by this report (1 April 2024 to 31 March 2025), Insight Outreach benefitted from the participation of 34 volunteers:

- 40 OMS Mentors (34 unpaid volunteers and 6 Lead Mentors, 2 of which participated in small group mentoring sessions between monthly Lead mentoring sessions)
- 2 persons volunteering their time as Child Protection Leads
- 15 IO Board members
- A mix of Trustees, Board members and previous OMS students contributed their time to scoring applicants for OMS 2023

The involvement of IO volunteers as Mentors enabled the charity to provide academic mentoring services in OMS 2024 to 119 students, working individually or in small groups with Mentors. IO feels lucky and is grateful for the dedication of all our volunteer mentors, Board members, public followers and partners. It should be noted that whilst IO worked with 119 students, there were 100 students on the programme at any one time. When students self-selected themselves off the programme, IO found replacements students from among applicants who did not originally manage to get a place on the programme.

13.5 Paid Lead Mentors

For the first time at Insight Outreach, OMS enlisted the help of paid mentors who were seasoned mentors from running the OMS in previous years (some since inception of the charity). Lead Mentors delivered monthly webinars over 10 months and were each responsible for one of the follow 5 academic strands: Problem-solving; Bioscience; Medicine; Law; Humanities.

These webinars were delivered alongside monthly mentoring sessions in smaller groups led by volunteer mentors. The concept for delivery of OMS was solid. However, the programme suffered from an evident lack of student engagement mid-way through the programme, which was most notable in the problem-solving strand, and also in the medicine strand.

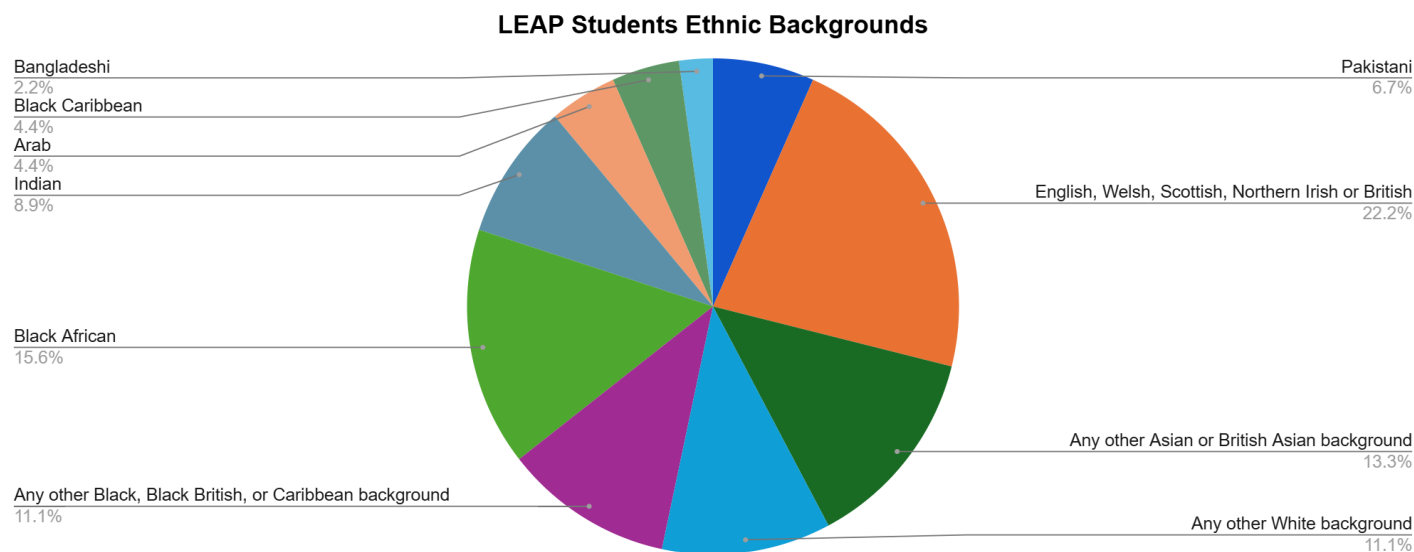
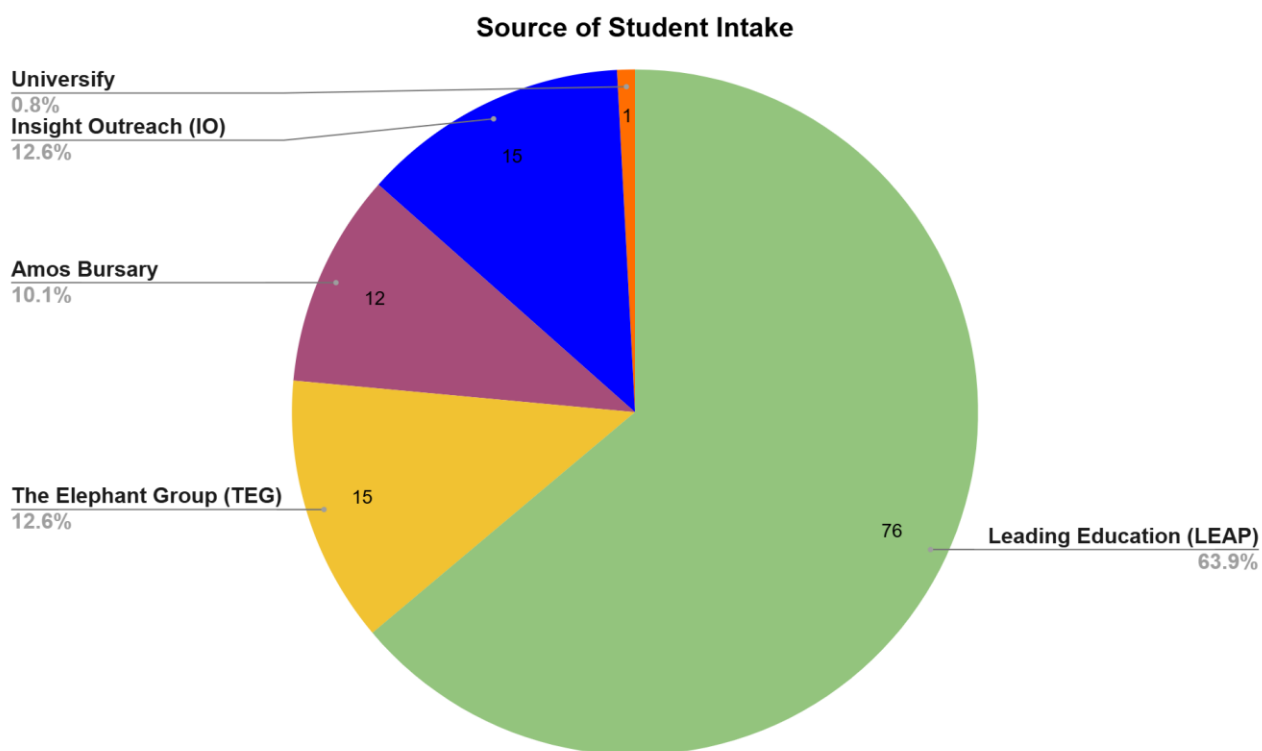
Section D – Achievements and performance

14 Student Selection & Mentoring Process

The selection process was based on a scoring system developed by the Insight Outreach team. Students were selected based on their demographic background, motivation for the OMS, apparent academic aptitude and the number of spaces we could offer students.

Here are the key statistics of the 2024 cohort of the Oxbridge Mentoring Scheme:

- 119 students benefitted from the 2024 OMS. See chart below for information on the partner organisations (University, Amos Bursary, The Elephant Group and Leading Education) that referred students onto the OMS.
- 38% of LEAP students were male, 62% were female.
- 37% of LEAP students were from non-White ethnic backgrounds. 4% of students were of Bangladeshi ethnicity and 11% of African ethnicity. See chart below for ethnic backgrounds.
- 30% of LEAP students were recipients of Free School Meals
- 52% of students would be in the first generation to attend university
- 1% of students were living in care or caregivers.



15 Performance Review

Insight Outreach undertakes continuous improvements and has the following in place to help the charity keep its knowledge up-to-date and improve mentoring process and experience for Mentors and students:

- Mid-point checkpoint questionnaire (in August / September)
- Post-Oxbridge interview questionnaire (sent to OMS students in December)
- OMS Interview Results Questionnaire (January)
- Ad-hoc qualitative feedback from volunteer Mentors on their experience of supporting their student(s) through their OMS journey

By comparison with previous years, we have not been able to collect student and impact data, as we would have liked, due to LEAP students not responding, and also due to a change in resources at Leading Education preventing follow-up to chase down students who benefited from the programme. This has been a disappointment outcome for Insight Outreach as the charity has therefore not been able to provide an accurate or clear reflection of its impact in the April 2024 to March 2025 reporting year.

16 Areas for improvement

From an in-house operational perspective, and as part of continuous improvement, Trustees identified issues with OMS 2024, and through discussion and brainstorming, generated some options and solutions for future implementation.

- Student engagement reduced as OMS progressed. This in turn meant that OMS Mentors also disengaged from mentoring as they received lack of response from their mentees. The opposite scenario was also identified in that some mentors did not engage with their mentees in accordance with the timetable and despite prompts from the OMS team. This is unfortunate, given IO training and processing of DBS forms. Some way needs to be found to incentivise engagement.
- Low response rate to the OMS “end-of-cycle” survey (there was a low response rate to the November workshop survey - only 14 respondents when there were more than 50 students who registered. It was not possible to evaluate the OMS 2024 programme due to changes to personnel amongst the partner organisations that referred students onto the OMS programme).
- Insight Outreach’s online Portal (built by social enterprise Gotoco) provided access to Oxbridge Mentoring materials created by Insight Education for use by OMS students. A continuation of the year before is that the portal remained under-utilised. Instead, updated OMS Mentor and Mentee booklets provided guidance and access to online documents, supplemented by monthly prompt emails which reinforced monthly tasks and provided hyperlinks to documents.

Based on the analysis of the qualitative section of the previous OMS Impact Survey to the 2023 cohort of student also highlighted other areas that were relevant to the OMS 2024 programme, namely:

- More admission exam support, including essay-writing and LNAT preparation for multiple choice questions.
- To combat poor engagement and cooperation among students, instead of Future Leaders Session, more independent tasks to be set so there is far less reliance on others. Students shared that they needed guidance on what to cover in these sessions.

- Clashes in timetables between OMS and student after-school commitments leading to missed sessions.
- Mentees being assigned Mentors in a different subject to their intended undergraduate degree.
- Mentees wishing to have greater subject-specific help and support.
- Unresponsive mentors.
- Wish for a higher frequency of mentoring sessions with more “high pressure” interview support and a drilling of frameworks.
- Desire for students to access resources earlier, especially if applying for a choral or organ scholarship.

Students also came up with the idea for as a series of OMS podcasts run by mentees with each talk / episode representing a Future Leaders Session. There was also a request for more in-person sessions and events.

Section E – Financial review

17 Financial Management

Management of IO’s accounts continues to be supported by a parent volunteer Jennifer Appiah who manages IO accounts and prepares papers for the Board.

18 Brief statement of the charity’s policy on reserves

Currently Insight Outreach does not have a policy on reserves.

19 Details of any funds materially in deficit

Insight Outreach does not prepare accounts on the accruals basis or have any funds materially in deficit.

20 Principal source of funds

Since its establishment, Insight Outreach has received donations from trustees, parents and partners.

The charity also received a continuous donation from an anonymous donor and intermittent payouts from the Give as You Live facility because of supporters’ online purchases donating a percentage of its service fee to Insight Outreach. To date of writing this report for the 31 January 2025 submission date, the charity has received £376.06 from kind supporters.

At the start of this reporting period, Insight Outreach was set to receive donations from 3 commercial partners with Corporate Social Responsibility goals that aligned with that of the charity. Of an expected £8K, IO received £3K from one corporate supporter. This has helped cover the costs of the Lead Mentors for the 5 academic strands and the part-time salary of one member of staff undertaking the role of OMS Business Manager. It is with high disappointment that monies promised contractually from one partner amounting to £5K were not received nor recovered. Insight Outreach did not have the funds for legal advice or support to extract the funds owed to the charity.

21 Future strategy


Insight Outreach's legal form (a 'Charitable Incorporated Organisation') enables the charity to create partnerships to generate income.

The intention is to turn Insight Outreach into a self-funding organisation by attracting corporate sponsorship and grant-funding, as well as through fundraising events. The Trustees have agreed that moving forward, the ability to hire a full-time IO Operations Manager would greatly benefit the charity and allow for expansion and operational sustainability. Securing funding has continued to be challenging for Insight Outreach. Currently, Insight Outreach has no investable funds, and as such has not yet adopted any specific investment policy.

Given the issues with student engagement, and the lack of engagement which has prevented the intended growth of the charity to be fully supported by full time members of staff, the Board of Trustees decided to use the next reporting year to reflect on its place in a moving social mobility landscape and create a blue print for a new programme. Initial ideas include a programme which comprises entirely of webinars, and which therefore lends itself to being turned into a resource that can be accessed by future beneficiaries who register for the programme.

Section F – Declaration

The trustees declare that they have approved the trustees' report above. Signed on behalf of the charity's trustees

Signature(s)	
Full name(s)	Joyce Connell-Cousins
Position (eg Secretary, Chair)	Co-founding Trustee
Date (DD/MM/YY)	27 January 2026

Receipts and Payments Accounts & Assets and Liabilities

Charity name: Insight Outreach
 Charity number: 1178862
 For the period from (start date): 04/01/2024
 To (end date): 31/03/2025 (as at 18/01/25)

	Unrestricted Funds	Restricted Funds	Endowment Funds	Total This Period	Total Last Period: 1st April 2024 - 31st March
Section A - Receipts and Payments Account					
Receipts					
General donations, legacies and grants	£3,259	-	-	£3,259	£2,475
Donations from Insight Education	-	-	-	-	-
Fundraising events	-	-	-	-	-
Interest on deposit account	-	-	-	-	-
Referral Income	-	-	-	-	-
Fees for charitable services (e.g. delivering training, workshops etc)	-	-	-	-	-
Other receipts	-	-	-	-	£9
	£3,259	-	-	£3,259	£2,484
Asset and investment sales					
Receipts from sale of fixed assets	-	-	-	-	-
Receipts from sale of investments	-	-	-	-	-
Loan repayments received	-	-	-	-	-
Loans received from external funder	-	-	-	-	-
	-	-	-	-	-
Payments					
<i>Administrative and fundraising costs</i>					
Cost of fundraising events	-	-	-	-	-
Wages / salaries and national insurance	-	-	-	-	-
IT Cost	£47	-	-	£47	£338
Regulatory and admin Costs	£439	-	-	£439	£166
Tutoring/Mentorship	£3,301	-	-	£3,301	-
Operation Management	£500	-	-	£500	-
Grants and donations paid	-	-	-	-	-
Bank interest and charges	-	-	-	-	-
<i>Costs of providing charitable services</i>					
Rent/hire of rooms	-	-	-	-	-
Repairs and maintenance	-	-	-	-	£24
Student Reward and Prizes	-	-	-	-	-
Office supplies	-	-	-	-	-
Transportation fees	-	-	-	-	£922
	£4,287	-	-	£4,287	£1,450
Asset and investment purchases					
Purchase of fixed assets	-	-	-	-	-
Purchase of investments	-	-	-	-	-
Loans made	-	-	-	-	-
Loans repaid to an external funder	-	-	-	-	-
	-	-	-	-	-
Excess of Receipts over Payments	-£1,028	-	-	-£1,028	£1,034
Transfers and movements					
<i>Transfers between funds</i>					
	-	-	-	-	-
Bank current and deposit accounts 04 January 2024:	£3,310	-	-	£3,310	£2,705
Bank current and deposit accounts 31 March 2025:	£2,282	-	-	£2,282	£3,310
				Total at End of Period (31/03/2025)	Total at Start of Period (04/01/2024)
Section B - Statement of Assets and Liabilities					
Cash Funds					
Bank current account	£2,282	-	-	£2,282	£3,310
Other Monetary Assets					
Tax reclaims dues	-	-	-	-	-
Recoverable grants and charitable loans due to the charity	-	-	-	-	-
Other debts (recoverable amounts) due to the charity	-	-	-	-	-
	-	-	-	-	-
Investment Assets					
Quoted securities	-	-	-	-	-
Property held for investment purpose	-	-	-	-	-
Investments in subsidiary / associated companies	-	-	-	-	-
Other investments	-	-	-	-	-
	-	-	-	-	-
Assets retained for the charity's own use					
Land and buildings occupied by the charity	-	-	-	-	-
Motor vehicles	-	-	-	-	-
Computers and other equipment	-	-	-	-	-
Furniture, fixtures and fittings	-	-	-	-	-
Other assets	-	-	-	-	-
	-	-	-	-	-
Liabilities					
<i>Immediately due</i>					
Unpaid taxes	-	-	-	-	-
Staffing costs	-	-	-	-	-
Supplier's accounts not yet paid	-	-	-	-	-
	-	-	-	-	-
<i>Payable sometime in the future, or contingent</i>					
Loan liabilities	-	-	-	-	-
Amounts payable on hire purchase / other leasing arrangements	-	-	-	-	-
Any other liabilities	-	-	-	-	-
	-	-	-	-	-

INSIGHT OUTREACH

England & Wales - Charity number 1178862

Accounts



Trustees' Annual Report

For the period

1 April 2023 to 31 March 2024

Section A – Reference and administration details

1. **Charity name:** Insight Outreach
2. **Registered charity no** 1178862
3. **Principal address:** 38 Queens House, Fennel Close, Maidstone, Kent
4. **Postcode:** ME16 0SZ
5. **Names of the charity trustees who manage the charity:**

	Trustee Name	Office (if any)	Dates acted (if not for whole year)	Names of person (or body) entitled to appoint trustee (if any)
1	Joyce Connell-Connell	Chair		IO Trustees: <ul style="list-style-type: none"> ● Joyce Connell ● Nik Cerutti ● Simon McMaster ● Akshar Abhyankar ● Umer Ehsan
2	Nik Cerutti	Vice Chair	until April 2023	
3	Simon McMaster	Legal and Compliance		
4	Akshar Abhyankar	Partnerships		
4	Umer Ehsan	Digital	From April 2023	

Note: Umer Ehsan was appointed as new Trustee in April 2023.

Section B – Structure, governance and management

6. Description of the charity's trusts:

Insight Outreach is a Charitable Incorporated Organisation (Foundation Model)

7. Type of governing document (e.g. trust deed, constitution):

The charity is governed by a constitution

8. How the charity is constituted (e.g. trust, association, company):

Insight Outreach is constituted as a Charitable Incorporated Organisation - Foundation

9. Trustee selection methods (e.g. appointed by, elected by):

New Trustees may be recruited to the Board at any time by the Trustees. In selecting individuals for appointment as Trustees, the Trustees must have regard for the skills, knowledge and experience that are needed for the effective administration and oversight of Insight Outreach.

10. Additional governance issues (optional information):

10.1 Relationships with partners

Since its inception as an approved charity, Insight Outreach (IO) has benefitted from an arm's length partnership with Insight Education (IE) Limited, a company focusing on disseminating the benefits of academic mentoring in the education sector. The Managing Director of IE is also the Co-founding Trustee of IO and continues to donate IE's processes, systems and academic Oxbridge Mentoring syllabus and materials to IO to enable the charity to run the Oxbridge Mentoring Scheme on a wide scale for free for students that attend UK state schools.

In 2023, IO deepened its partnership with The Elephant Group to explore ways to support our students collaboratively and to seek funding from corporate donors together. The Elephant Group supported IO in advertising the Oxbridge Mentoring Scheme (OMS) to its beneficiaries. IO once again extended an invitation to The Elephant Group for 20 of their students intending to apply to Oxbridge to attend IO's annual November Interview Workshop.

10.2 Wider network

Insight Outreach continued its membership with the Fair Education Alliance (FEA), a coalition of 250 organisations which aims to tackle inequality in the education system. Trustees attended various events that were hosted by the FEA, including one of the Trustees - Akshar Abhyankar - who attended the Innovation and Scale Booster Conference in March 2024. IO was supported by InsideUni, an FEA charity member, with the goal of providing support with mentor recruitment activity.

Insight Outreach once again held its annual IO Interview Workshop at the central London offices of Hogan Lovells Law Firm. The physical location enabled our Trustees, Board members and volunteers to meet together in person to run the online workshop for over 100 OMS students and partners' beneficiaries who registered. It was a hugely successful day with highly positive feedback from the OMS beneficiaries. For IO's November 2023 Interview Workshop, the space provided by Hogan Lovells permitted the charity to invite 15 Amos Bursary students to also participate in person.

10.3 Policies & Procedures

To guide operations, Insight Outreach had the following in place for the period covering this annual report and return:

- Scoring mechanism for applicants to rank and identify students for the OMS places
- Conflict of Interest Form
- Conflict of Interest Register
- Website Terms and Conditions
- Safeguarding Children Policy
- Privacy Policy
- DBS Application Procedure
- Online Mentor Application Form
- Online Student Application Form
- Mentor OMS Booklet and mentoring schedule
- Student OMS Booklet, including frameworks and resources
- OMS Self-Study Booklet and task schedule

10.4 Recruitment of first paid staff member

For the reporting period above, IO recruited a paid-staff member for the very first time. Our IO Operations Manager, Tim Bodey, was contracted to work 10 hours per month. This greatly relieved Trustees from the pressure and stress of managing day-to-day operations, thus allowing Trustees to focus on longer-term strategy and crucial fundraising objectives.

10.5 Induction of Trustees and New Board Members

Where needed, proposed new trustees and rationale for new board members are tabled as an agenda item for discussion at quarterly Board meetings or between board meetings, as the needs of the charity dictate. Similarly voting is undertaken at Board meetings or out-of-committee. The normal practice is to appoint persons to the IO Board and then later as a Trustee, when a place becomes available.

After voting, the Co-founding Trustees run background checks on applicants and write a letter of invitation to join the Board. Once the new member accepts in writing, Insight Outreach provides background reading material on the charity together with the minutes of the most recent Board meeting. The new board members or trustees are formally introduced and welcomed as a new member of the team at the next Board meeting. One new Trustee was appointed using this process over the course of the last year.

Section C – Objectives and activities

11 Summary of the objectives of the charity set out in its governing document:

The purpose of Insight Outreach is the advancement of education and life chances of young people, particularly sixth form students who are socially and economically disadvantaged and/or from ethnic minority backgrounds, by:

- (a) Providing mentoring advice and educational support and activities to extend learning beyond the school syllabus
- (b) Encouraging study of courses at higher education, particularly at Oxford and Cambridge universities
- (c) Encouraging development of individual capabilities, competences, skills and understanding to cope with university life and studies, and to find employment

12 Summary of the main activities undertaken for the public benefit in relation to these objects:

In pursuing the objects of Insight Outreach, the trustees have undertaken the following activities for the public benefit of students:

- (a) Wide use of the OMS syllabus based on mentoring and motivational learning to facilitate educational attainment and personal development;
- (b) Materials, guidance and learning frameworks made widely available through email distribution;
- (c) Provision of online education via a dedicated teaching platform to run classes across multiple subjects;
- (d) Lessons, seminars, conferences, lectures and cultural experiences to increase educational engagement and help achieve educational goals; and
- (e) Work experience opportunities to develop leadership, entrepreneurial and problem-solving skills, build a CV and improve future employment prospects.
- (f) Creation of a UK-wide network of IO Ambassadors to build networks at schools and universities.
- (g) Offering Social Impact or other Internships (through its partners) for former OMS students to further develop their employability skills.

Specifically relating to accessing Oxford and Cambridge universities, Insight Outreach also carried out the following activities to help students make informed decisions and familiarise them with the admissions process:

- (a) Oxbridge-style mock interviews with comprehensive feedback
- (b) Teaching and practice of mnemonics to help students hone essay-writing and problem-solving
- (c) Recommendations on wider reading based on first year of chosen Oxbridge course
- (d) Brainstorming and advice to produce a top calibre UCAS personal statement

- (e) Online Oxbridge-style tutorials to hone critical thinking and problem-solving and practice skills required by entrance tests and academic interviews
- (f) Insight into courses and colleges from Oxford and Cambridge students and graduates

13 Additional details of objectives and activities (optional information):

13.1 Vision, Mission and Values

Insight Outreach has publicly articulated what the charity stands for in a statement of our vision, mission and values.

Our Vision is of a thriving, equal society where every bright young mind has the skills, confidence and opportunity to aspire to and achieve their higher education goals, opening the doors to a future that reflects their talent, not their background.

Our Mission is to tackle underrepresentation at the UK's top universities so that students with talent and potential have the opportunity to secure a place, succeed and progress into their chosen career.

The Values, ideals and characteristics that IO embodies and instils in our volunteers, future leaders and change-makers are as follows:

1. *Spark Ambition*: dream without limits and exceed expectations.
2. *Champion Student-led Learning*: take ownership of academic and personal development.
3. *Develop Critical Thinking*: forge new ideas, alternative perspectives and creative solutions to complex problems.
4. *Build Resilience and Confidence*: overcome, reflect and grow in response to challenges.
5. *Foster an Inclusive Community*: build social capital based on trust and respect, where networks are harnessed for social good.

13.2 Target Audience

Insight Outreach's target audience are Year 12 students who attend school in England and Wales. We welcome in particular applicants from underrepresented backgrounds, such as those underrepresented ethnic minorities and from postcodes with low progression rates to university. Our website www.insightoutreach.org states our objectives are to:

- Increase the application and success rate of state school students to Oxbridge
- Increase the application and success rate of underrepresented groups to Oxbridge
- Increase the application and success rate of students from low socio-economic backgrounds to Oxbridge
- Increase the application and success rates to Oxbridge from students living in postcodes with low progression rates to university
- Bridge the independent study and creative thinking skills gap between school and university

13.3 Eligibility criteria for applying for IO's Oxbridge Mentoring Scheme

We have stated the following criteria on our website for students considering applying for OMS:

- Must be in Year 12 and attend a state school or college in England and Wales
- Have at least 7-9 GCSE grades (actual or predicted by an examining body during the Covid-19 pandemic)
- Studying relevant A level subjects for their intended future undergraduate degree

In addition, we implement a holistic system which allocates 'flags' to students meeting additional criteria, such as:

- On free school meals
- In POLAR 1 or 2 quintiles or in IMD 1 or 2 areas
- From ethnic minority groups underrepresented at Oxford or Cambridge
- First generation of their immediate family to go to university
- Care leavers or caregivers

13.4 Trustees' Commentary on Contribution made by Volunteers

During the period covered by this report (1 April 2023 to 31 March 2024), Insight Outreach benefitted from the participation of 68 volunteers:

- 30 OMS Mentors
- 2 persons volunteering their time as Child Protection Leads
- 13 IO Board members
- A mix of Trustees, Board members and previous OMS students who contributed their time to scoring applicants for the OMS 2023 intake

The involvement of IO volunteers as Mentors enabled the charity to provide academic mentoring services in OMS 2023 to 103 students on the full OMS scheme, working individually or in small groups with Mentors. IO feels fortunate and is grateful for the dedication of all our volunteer mentors, Board members, public followers and partners.

Section D – Achievements and performance

14 Student Selection & Mentoring Process

The selection process was based on a scoring system developed by the Insight Outreach team. Students were selected based on their demographic background, motivation for the OMS, apparent academic aptitude and the number of spaces that we could offer students.

Below are the key statistics of the 2023 cohort of the Oxbridge Mentoring Scheme:

- 103 students were accepted onto our 2023 programme.
- 39% of students were male, 59% were female and 2% were non-binary.
- 80% of students were from non-White ethnic backgrounds. 20% of students were of Bangladeshi ethnicity and 19% of African ethnicity.
- 62% of students were recipients of Free School Meals.
- 65% of students would be in the first generation of their families to attend university and 97% would be in the first generation to attend Oxbridge.
- 5% of students were living in care and 8% of students were young carers.

OMS students benefited from Future Leaders sessions which were led and delivered by their peers between monthly mentoring sessions; they also attended monthly webinars which run by the IO Operations Manager, Tim Bodey.

15 Summary of the main achievements

15.1 Successes in university admissions

Here are key statistics for the 2023 application cycle for the Oxbridge Mentoring Scheme (running from March 2023 to December 2023):

- 77.6% of survey respondents (45) decided to apply to Oxford or Cambridge.
- 33 out of the 45 survey respondents who applied to Oxford or Cambridge were invited to interviews and 15 received conditional offers of entry.
- 45.5% Oxbridge interview success rate (i.e. of those who attended Oxbridge interviews)
- 33.3% Oxbridge application success rate (i.e. of those who applied to study at Oxbridge)
- 100% of student UCAS applications included at least one Russell Group universities, in combination with non-Russell Group universities as safe options as per the usual strategy advised by schools and OMS mentors.
- Historically, 100% of our survey respondents report receiving an offer to at least one Russell Group university.

16 Performance Review

Insight Outreach undertakes continuous improvements and has the following in place to help the charity keep its knowledge up-to-date and improve mentoring process and experience for mentors and students:

- Mid-point checkpoint questionnaire (carried out in August / September)
- Post-Oxbridge interview questionnaire (sent to OMS students in December)
- OMS Interview Results Questionnaire (January)
- Ad-hoc qualitative feedback from volunteer Mentors on their experience of supporting their student(s) through their OMS journey

17 Areas for improvement

Reflecting on results of the collated feedback, and as part of our continuous improvement process, the Trustees identified issues with OMS in its 2023 form, and generated and agreed upon recommendations and solutions that were implemented for the OMS 2024 cycle.

- Student engagement reduced as OMS progressed. This in turn meant that OMS Mentors also disengaged from mentoring as they received lower levels of response from some of their mentees. The opposite scenario was also identified in that some mentors did not engage with their mentees in accordance with the timetable and despite ongoing nudges and prompts from the OMS team. This was unfortunate, given IO training and the processing of DBS forms. Some new ways need to be identified in order to incentivise engagement in subsequent cycles.
- Low response rate to the OMS “end-of-cycle” survey. Very few reported on how their Oxbridge interview experience went (amongst those who have been interviewed). This needed to be resolved over the summer of 2024 by IO Chair, OMS Coordinator and Volunteer through sending emails and being assigned responsibility for calling students and/or their parents, and (where there was no answer) sending text messages with a hyperlink to the survey. These actions eventually secured more than a 50% response rate, which is considered “excellent” as far as general survey responses dictate.
- Numbers for OMS 2024 applications were quite low – 10 times lower at the same time of the end of the application cycle as last year. Whilst we have great resources for collecting them, there needs to be significantly more promotion in future cycles. From a school-timetable perspective, there is a half term in February 2025, so it would be useful to promote this leading up to the break. Students can write applications over half term, where they have more free time. Other ideas included working more with TEG and other social mobility partners to recruit students.
- Insight Outreach’s Online Portal (built by Social Enterprise Gotoco) provides access to Oxbridge Mentoring materials created by Insight Education for use by the OMS students. A continuation of the year before is that the portal remains under-utilised. Instead, updated OMS Mentor and Mentee booklets provide guidance and access to online documents, supplemented by monthly prompt emails reinforcing monthly tasks and providing hyperlinks to documents.

The analysis of the qualitative section of the OMS Impact Survey to the 2023 cohort of student (see Annex) also highlighted other areas that require future improvement:

- More admission exam support, including essay-writing and LNAT preparation for multiple choice questions.
- To combat poor engagement and cooperation among students, instead of Future Leaders Session, more independent tasks should be set so there is less reliance on other people. Students also indicated that they needed clear guidance for what is to be covered in these sessions.
- Clash in timetables between OMS and student after school commitments which led to some missing sessions.

- Mentees being assigned Mentors in a different subject to their intended undergraduate degree.
- Mentees desiring or requesting more subject-specific help.
- Unresponsive mentors
- Desire or need for higher frequency of mentoring sessions with more “high pressure” interview support and drilling of frameworks.
- Wish for students to access resources earlier on in the cycle, especially if applying for a choral or organ scholarship.

Students also came up with other ideas such as OMS podcasts that would be hosted by mentees with each talk / episode representing a Future Leaders Session. There was also a request for more in-person sessions and events.

Section E – Financial review

18 Financial Management

Management of IO’s accounts continues to be supported by a parent volunteer Jennifer Appiah who manages IO accounts and prepares papers for the Board.

19 Brief statement of the charity’s policy on reserves

Currently Insight Outreach does not have a policy on reserves.

20 Details of any funds materially in deficit

Insight Outreach does not prepare accounts on the accruals basis, or have any funds materially in deficit.

21 Principal source of funds

Since its establishment, Insight Outreach has primarily received donations from corporate partners, with additional donations obtained from trustees, parents, and general donations.

22 Future strategy

Insight Outreach’s legal form (a 'Charitable Incorporated Organisation') enables the charity to create partnerships to generate income.


The intention is to turn Insight Outreach into a self-funding organisation by attracting corporate sponsorship and grant-funding, as well as through fundraising events. The Trustees have agreed that moving forward, the ability to hire a full-time IO Operations Manager would greatly benefit the charity and allow for expansion and operational sustainability. Securing funding has continued to be a top priority for Insight Outreach whose model was based entirely on volunteers to operate.

Currently, Insight Outreach has no investable funds, and as such has not yet adopted any specific investment policy.

Section F – Declaration

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

Signature(s)	
Full name(s)	Akshar Abhyankar
Position (eg Secretary, Chair)	Trustee & Vice-Chair
Date (DD/MM/YY)	27 January 2025

Annex

OMS 2023 Impact Report – Qualitative Aspects

Overall, 103 OMS students were registered in 2023. Among them, 58 responded to the OMS 2023 Impact Survey, with the **response rate being 56.31%**. This is considered 'excellent' in terms of response rate rating.

Purpose of the survey: Evaluate the impact of the OMS Programme, gather feedback, and identify areas for improvement.

1. What Did OMS Do Well?

- Mentors really helpful
- One-to-one tutor amazing
- Well-prepared and organised sessions
- Individual-specific support
- General university/Oxbridge application preparation support (personal statement support in particular, as well as general information on the application process)
- Interview preparation support
- Oxbridge interview workshops
- Useful frameworks
- Resource provision
- Group discussion fun and helpful
- Building long-lasting relationship based on academic interests
- Consistency in support

2. What Could OMS Do Better?

Admission Exam Support

- This is the most suggested improvement area.
- Essay part in particular.
- LNAT preparation.
- Lots more support in place for the multiple-choice part.

Poor Engagement and Cooperation Among Some Students

- A student suggests that weekly meetings be set by mentors rather than students to discuss the weekly materials, as no students responded in the particular group chat.

- A number of students complained about poor communication between participants.
- 'WhatsApp group with peopel to do presentation, group project, no one knew the direction/clarity, what the actual task was, what was the expectation; within the group, the communication was okay; would be great if tutor gives clearer instructions'
- 'Independent tasks rather than group work. Less reliance on others.'

Organisation

- A student sometimes had to miss sessions due to them being scheduled on the same days which clash with the student's other regular commitments.
- Another student mentions that 'I was told one person was my mentor and waited over a month for them to contact me and when I contacted them they said they weren't my mentor.'

Mentors Sometimes Not Doing the Same Subject that the Students Wished to Apply for

This is mentioned by several students.

More Subject-Specific Help

Unresponsive Mentor

One student mentions that the mentor eventually stopped replying to emails and provided no help regarding the personal statement or anything beyond the first few consolidation sessions.

Higher-Frequency Meetings with Mentors

One student mentions that 'have weekly sessions with mentors (mine did but I heard that for some it was once or twice a month)'

More Interview Support

Accessing Resources at One's Own Pace

'I had a unique situation of being an organ scholar applicant which requires a September deadline with interviews in September - but the OMS presentation on interviews was in December so I couldn't use that advice'

Greater Emphasis on the Frameworks

More Interactive Sessions

Extensions

'An OMS conferences/podcast run by the mentees may be an exciting idea, with each talk/episode representing one FLS group.'

More In-Person Events and Webinars

More 'High-Pressure' Mock Interviews

<h3>3. What Did You Learn on the OMS Which You Can Apply to Your Studies?</h3>

Communication:

- ✓ Effective and confident communication with people who the student didn't know well

Organisation

- ✓ Organisation & goal prioritisation
- ✓ Time management skills
- ✓ Being proactive and taking control of your own goals

Skills

- ✓ Ability to read around, and explore, a topic, find resources, and understand the topic from different perspectives
- ✓ Structuring of paragraphs and statements
- ✓ Essay writing skills
- ✓ Interview skills
- ✓ Approach to problem-solving questions
- ✓ Thinking aloud problem-solving process

Work Ethic & Commitment

- ✓ Work ethic
- ✓ Commitment
- ✓ Making the most of your academic and pastoral support

Tools

- ✓ OMS frameworks
- ✓ Learning logs

4. Support That Could be Needed at University

- ✓ Work experience or internship (39 votes, 78%)
- ✓ Building workplace skills (21 votes, 42%)
- ✓ Support with deciding future careers (20 votes, 40%)
- ✓ Help with integrating into universities (16 votes, 32%)
- ✓ Scholarships, bursaries and grants (2 votes, 4%)

5. Others

- ✓ Details regarding endorsement quotes, emails of students who would like to stay updated, and students who would like to become mentors can be found in the questionnaire summary.

6. Advice for Future OMS Students Quotes are taken directly from the questionnaire.

Mindset

- **Don't be nervous and overthink it**, treat it as a conversation with a schoolteacher.
- Go back to basics, do not overcomplicate everything. **Enjoy the experience** and do not let your nerves get the better of you.
- Even if you try your best, you may not be good enough, and that's OK!
- Don't be intimidated by the interviewers, the interview will likely flow like a conversation.
- **Try to relax**, which is easier said than done, but the calmer you are the better.
- Make sure that you try to **come across as engaged** with the questions you're being asked.
- Face the interview as an opportunity to impress and show off your skills and knowledge in a somewhat conversational manner. My Cambridge interviews didn't feel much like interviews, but rather a cohesive academic conversation. Your ability to make links will help you shine!
- Make sure to enjoy the experience as well- Oxbridge interviews aren't a common experience. **Regardless of the outcome, ensure to take time to truly enjoy the opportunity of speaking to academics who are highly commended in your field of interest.**

Communication

- **Ask for clarification** if you need it!!
- **Practice thinking out loud and try and develop and chain of reasoning.** Your interviewers should easily be able to follow along to what you're saying and understand your logic.
- Allow yourself to speak all your thoughts and work through them out loud. I often blanked on questions and yet they were more interested in my way of thinking than my answer. **Don't be afraid to ask questions and let them guide you if needed.**
- **Don't be scared about pausing for a little** bit before giving an answer.
- **Be proud and honest about your interests**
- Be confident! The interviewers want to hear your thought processes so just say it even if it sounds silly.
- They are not looking for whether you're smart or not but just want to see how to think and see how you would approach a difficult question.
- Don't be afraid to double back on your argument/correct yourself, it doesn't invalidate you in any way.
- Try not to use filler words like 'erm'.

Other Tips

- Take your time when confronting any pre-reading - try to think of **unique angles or points you find interesting**.
- Something I was commended on was being able to **think dynamically and outside of the box**. I therefore would advise you to be instinctive with your answers - do not second guess yourself and **be ready to validate your answers with conviction**.
- **Practice meditation and mindfulness techniques** to not stress out during interviews and essentially forget everything. Even if you have the skill, it might not go well if you stress.
- Breathing exercises 5-10 minutes before the interview.

Subject-Specific

- Music: Think about music critically and immerse in all kinds of genres.
- Biology: Bring a calculator and expect graph questions. (They are not too tricky but are interpretation ones)

Preparation Strategy

- **Practice** as many **interview questions** as possible.
- Practice a lot of interviews and prioritise your A Levels.
- **Practice thinking out loud** and try and develop and **chain of reasoning**.
- If given a case study, scenario etc, **print it out** and annotate it to make it easier to refer to during your interview.
- **Have knowledge of your overall subject** rather than focusing on your favourite topics.
- Be confident to talk about what you have written in your **personal statement**.
- Don't stress and read ahead.
- **Expect the unexpected**, you will be asked questions you have not prepared for, so be ready to think on the spot and try to give an answer even if you're not sure.
- **Do not lie about books you have read** because they will ask.

7. Questions Being Asked at Oxbridge Interviews

Critical Thinking Questions

- What makes HSPS a science?
- What defines the female experience?
- How has the position of women changed if we compare the 17th century to now?
- (In French) Is it important to protect the position of French music in France?
- (In French) How do you think former French colonies react to France?

- Why do we study literature?
- What does it mean for someone to be ill?

Problem-Solving Questions

- Tell me about the allotropes of carbon. Draw all the possible molecules that have this molecular formula.
- How would you find the exact volume of blood in a cat?
- If you were looking for life on another planet, what would you look for?
- What affects the structure of protein in cells?
- How may amphibians and lizards regenerate missing limbs?
- How could wind farms affect seabirds?
- Estimate the number of neurons in the body. Why do you think we need so many connections?
- Topics discussed include Probability, Logic Gates, Geometry.

Motivational Questions

- Why HSPS?
- How do you incorporate French into your daily life?
- Why Cambridge?
- Why Newnham?

Questions Based on Unseen Materials

- One Music Oxford applicant mentioned that the interview questions were primarily based on pre-interview readings.
- One Geography Cambridge applicant mentioned that graphs/images/resources were given to analyse.
- What do you find interesting about this poem?
- (Given an x-ray photograph) The white matter is bone, the black is empty space. What do you think the grey space represents?
- Calculate the percentage of false positives the test gives (using a graph).
- Two Oxford History applicants mentioned that questions were asked around a passage given.

UCAS PS questions

- One Oxford History applicant mentioned that questions were asked around the books mentioned in the UCAS PS.

Guide for updating the accounts - BEFORE MAKING ANY CHANGES, ALWAYS SAVE AS A NEW VERSION OF EXCEL!

Step 1 **When updating the accounts for a new tax year, the first thing that you should do is create a new column**
Then, copy and paste the existing "Total for Last Period" column, Column F, into the newly created column
This is to be kept for historical reference.
Then, EXCEPT FOR ROW 12 and ROW 62, hard paste the existing Column E into Column F

Step 2 Then, please update the following when you want to calculate for a new tax year.

Current Period From **1/4/2023** To **31/3/2024**

Last Period From **1/4/2022** To **31/03/23**

This will feed through into the rest of the accounts!

Please update the 'IO Accounts' tab by copy and pasting the latest Metro Bank statement and allocating

Then, both the full and simplified "Receipts and Payments Accounts" tabs should automatically update!

Red Tabs contain historical information

in between Column F and Column G at the end of the "Receipts and Payments Accounts" tab.
mn, making sure to add in the date for the period it covered (e.g. from 01/04/2019 to 31/03/2020)

an accounting category from the dropdown list in 'Column I'

Receipts and Payments Accounts & Statement of Assets and Liabilities

Charity name: Insight Outreach
 Charity number: 1178862
 For the period from (start date): 1/4/2023
 To (end date): 31/3/2024

	Amount This Period	Amount Last Period
Section A - Receipts and Payments Account		
Receipts		
General donations, legacies and grants	£2,517	£2,048
Donations from Insight Education	-	-
Donations from Insight Academy	-	£0
Interest on deposit account	-	-
Referral Income	-	£0
Fees for charitable services (e.g. delivering training, workshops etc)	-	-
Other receipts	-	£9
	£2,517	£2,057
Asset and investment sales		
Receipts from sale of fixed assets	£0	£0
Receipts from sale of investments	-	-
Loan repayments received	-	-
Loans received from external funder	-	-
	£0	£0
Payments		
<i>Administrative and fundraising costs</i>	£0	£0
Cost of fundraising events	-	£0
Wages / salaries and national insurance	-	£240
IT Cost	£370	£243
Regulatory and admin Costs	£166	£55
Grants and donations paid	-	-
Bank interest and charges	-	-
<i>Costs of providing charitable services:</i>	£0	-
Rent/hire of rooms	-	£0
Repairs and maintenance	£24	-
Student Reward and Prizes	-	-
Office supplies	-	-
Transportation fees	£1,123	-
	£1,682	£538
Asset and investment purchases		
Purchase of fixed assets	£0	£0
Purchase of investments	-	-
Loans made	-	-
Loans repaid to an external funder	-	-
	£0	£0
Excess of Receipts over Payments	£605	£1,519
Transfers and movements	£0	£0
Transfers between funds	-	-
	£0	£0
Bank current and deposit accounts 1st April 2023:	£2,705	£2,239
Bank current and deposit accounts 31 March 2024:	£3,310	£2,705
	£0	£0
	(31/3/2024)	(04/01/2023)
Section B - Statement of Assets and Liabilities		
Cash Funds	£0	£0
Bank current account	£3,310	£2,705
	£0	£0
Other Monetary Assets	£0	£0
Tax reclaims dues	-	-
Recoverable grants and charitable loans due to the charity	-	-
Other debts (recoverable amounts) due to the charity	-	-
	£0	£0
Investment Assets	£0	£0
Quoted securities	-	-
Property held for investment purpose	-	-
Investments in subsidiary / associated companies	-	-
Other investments	-	-
	£0	£0
Assets retained for the charity's own use	£0	£0
Land and buildings occupied by the charity	-	-
Motor vehicles	-	-
Computers and other equipment	-	-
Furniture, fixtures and fittings	-	-
Other assets	-	-
	£0	£0
Liabilities	£0	£0
<i>Immediately due</i>	£0	£0
Unpaid taxes	-	-
Staffing costs	-	-
Supplier's accounts not yet paid	-	-
	£0	£0
<i>Payable sometime in the future, or contingent</i>	£0	£0
Loan liabilities	-	-
Amounts payable on hire purchase / other leasing arrangements	-	-
Any other liabilities	-	-
	£0	£0

Receipts and Payments Accounts & Assets and Liabilities

Charity name: Insight Outreach
 Charity number: 1178862
 For the period from (start date): 1/4/2023
 To (end date): 31/3/2024

	Unrestricted Funds	Restricted Funds	Endowment Funds	Total This Period	1st April 2022 - 31st March 2023
Section A - Receipts and Payments Account					
Receipts					
General donations, legacies and grants	£2,517	-	-	£2,517	£2,048
Donations from Insight Education	-	-	-	-	£0
Fundraising events	-	-	-	-	£0
Interest on deposit account	-	-	-	-	£0
Referral Income	-	-	-	-	£0
Fees for charitable services (e.g. delivering training, workshops etc)	-	-	-	-	-
Other receipts	-	-	-	-	£9
	£2,517	-	-	£2,517	£2,057
Asset and investment sales					
Receipts from sale of fixed assets	-	-	-	-	-
Receipts from sale of investments	-	-	-	-	-
Loan repayments received	-	-	-	-	-
Loans received from external funder	-	-	-	-	-
	-	-	-	-	-
Payments					
<i>Administrative and fundraising costs</i>					
Cost of fundraising events	-	-	-	-	£0
Wages / salaries and national insurance	-	-	-	-	£240
IT Cost	£370	-	-	£370	£243
Regulatory and admin Costs	£166	-	-	£166	£55
Grants and donations paid	-	-	-	-	-
Bank interest and charges	£0	-	-	-	-
<i>Costs of providing charitable services</i>					
Rent/hire of rooms	-	-	-	-	£0
Repairs and maintenance	£24	-	-	£24	-
Student Reward and Prizes	-	-	-	-	-
Office supplies	-	-	-	-	-
Transportation fees	£1,123	-	-	£1,123	-
	£1,682	-	-	£1,682	£538
Asset and investment purchases					
Purchase of fixed assets	-	-	-	-	-
Purchase of investments	-	-	-	-	-
Loans made	-	-	-	-	-
Loans repaid to an external funder	-	-	-	-	-
	-	-	-	-	-
Excess of Receipts over Payments	£605	-	-	£605	£1,519
Transfers and movements					
Transfers between funds	-	-	-	-	-
Err:502	£2,705	-	-	£2,705	£2,239
Err:502	£3,310	-	-	£3,310	£2,705
				Total at End of Period (31/3/2024)	Total at Start of Period (04/01/2023)
Section B - Statement of Assets and Liabilities					
Cash Funds					
Bank current account	£3,310	-	-	£3,310	£2,239
Other Monetary Assets					
Tax reclaims dues	-	-	-	-	-
Recoverable grants and charitable loans due to the charity	-	-	-	-	-
Other debts (recoverable amounts) due to the charity	-	-	-	-	-
	-	-	-	-	-
Investment Assets					
Quoted securities	-	-	-	-	-
Property held for investment purpose	-	-	-	-	-
Investments in subsidiary / associated companies	-	-	-	-	-
Other investments	-	-	-	-	-
	-	-	-	-	-
Assets retained for the charity's own use					
Land and buildings occupied by the charity	-	-	-	-	-
Motor vehicles	-	-	-	-	-
Computers and other equipment	-	-	-	-	-
Furniture, fixtures and fittings	-	-	-	-	-
Other assets	-	-	-	-	-
	-	-	-	-	-
Liabilities					
<i>Immediately due</i>					
Unpaid taxes	-	-	-	-	-
Staffing costs	-	-	-	-	-
Supplier's accounts not yet paid	-	-	-	-	-
	-	-	-	-	-
<i>Payable sometime in the future, or contingent</i>					
Loan liabilities	-	-	-	-	-
Amounts payable on hire purchase / other leasing arrangements	-	-	-	-	-
Any other liabilities	-	-	-	-	-
	-	-	-	-	-

INSIGHT OUTREACH

England & Wales - Charity number 1178862

Accounts



**2022-2023 Impact
Report: Celebrating 5
Years of Progress**

UNLOCKING BRIGHT FUTURES



SPARK AMBITION

Contents

EXECUTIVE SUMMARY	3
2022 IMPACT SUMMARY	5
2022 OMS TESTIMONIALS	6
WHO WE ARE	7
MONIQUE'S STORY	10
WHAT WE DO	11
NIK'S STORY	13
WHO WE SUPPORT	15
JOYCE'S STORY	17
THEORY OF CHANGE	19
OUR IMPACT	21
SOLOMON'S STORY	23
NEAVE'S STORY	25
LUCY'S STORY	26
VALUE PROPOSITION	27
OUR AMBITION	28
AKSHAR'S STORY	31
CALL TO ACTION	33
THANK YOU	34
CONTACT US	35



Executive Summary



Insight Outreach is a charity with the aim of creating an equal society where every bright, young mind is able to reach their higher education goals and beyond, regardless of their socio-economic background. We tackle under-representation at the UK's top universities by equipping students with the skills, confidence and opportunity to secure their place and progress onto their chosen careers.

The Oxbridge Mentoring Scheme (OMS) is our flagship access initiative where an aspiring student is paired with a mentor, a current or former Oxbridge student, in a ten-month-long programme to guide the student through the UCAS application, admissions tests and interview. Over the past five years, we have provided over 1000 students with £1,000 worth of mentoring provision each to help them unlock their potential.

Since 2018, we have consistently found that our students are almost twice as likely to secure a place at Oxbridge compared to other UK applicants.

Even for students who aren't successful, our programme develops invaluable critical thinking skills and inspires students to pursue their interests by connecting them with like-minded mentors.

We support students from diverse and disadvantaged backgrounds who are, due to a range of factors, less likely to be motivated or well equipped to make a competitive application to Oxbridge.

This our comprehensive impact report that aims to demonstrate the achievements of the OMS, powered by our brilliant volunteer mentors, which **opens the door to a future that reflects the talent and not the background of our students.**

To continue delivering our amazing work, we need your support to grow and expand our programmes.

We are seeking partnerships and funding to expand upon our foundations in three areas:

1. Expand the OMS to extend our reach to even more bright, young minds;
2. Create Insight Outreach University Hubs offering our alumni a community of fellow students to aid their transition from school to university; and
3. Develop our Social Impact Internship programme to support OMS alumni in gaining key skills needed to secure their dream jobs upon graduation.

Through these three components, Insight Outreach endeavours to tap into the power of our thriving community of alumni, to provide critically important support and guidance before, during and after university.



CHAMPION STUDENT-LED LEARNING



DEVELOP CRITICAL THINKING

2022 Impact Summary

170

students were supported
on our 2022 OMS

57%

of OMS students received an
Oxbridge interview invite

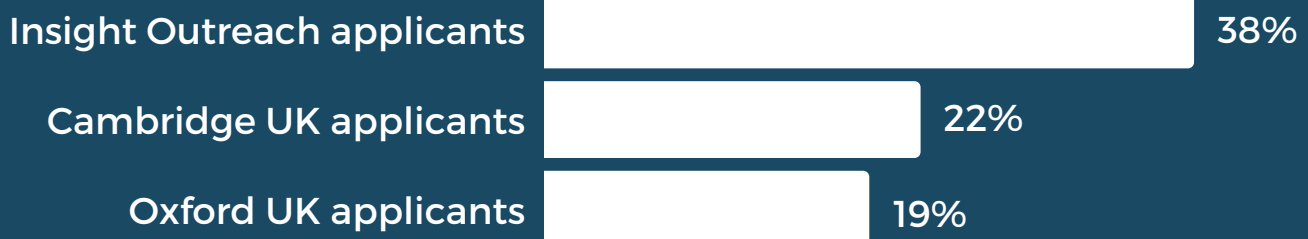
70%

OMS students are 70% more
likely to get an Oxbridge offer

£1,000

worth of support provided to
each student via mentoring

% of applicants to Oxford or Cambridge that received an offer in 2022



Improving representation

by supporting students from
disadvantaged backgrounds
who face barriers to accessing
Oxford and Cambridge

Our OMS 2022 Students

- 68% outside London and South East England
- 59% in deciles 1 to 4 of Index of Multiple Deprivation (IMD)
- 55% BME
- 54% first generation to university
- 34% on Free School Meals

Our students recommend the OMS because...

“...it gave me hope that people like me are capable of applying to Oxbridge.

...it increased my confidence by encouraging me to lead sessions and bring me out of my comfort zone.

...it offers a comprehensive guide to the full Oxbridge admissions process and how to approach each step of the journey.

...it helped with my application and also has provided me with transferable skills that will be useful for years to come.

...my mentor gave amazing guidance on my application. I can now apply what I learnt beyond interviews and into my school subjects.

...it is a chance to speak to like-minded people, which eases the journey. I am so grateful for the experience.

...it is single-handedly the most useful outreach activity I have done.

I wouldn't have got my Oxford offer without it.”

2022 OMS Testimonials

Who We Are

Our mission is to tackle under-representation at the UK's top universities.

At Insight Outreach, we aim to create an equal society by helping young people achieve their higher education goals and beyond, regardless of their background, by providing resources and mentoring to equip students with the tools to make a successful application to the UK's top institutions.

We are committed to our vision and mission in everything that we do to support students in attaining their higher education goals and beyond.

“
Insight Outreach's Oxbridge Mentoring Scheme equipped me with the skills and knowledge needed to apply to university, making the process feel much more achievable

OMS Mentee, 2022


Our Vision

A **thriving, equal society** where every bright young mind has the skills, confidence and opportunity to aspire to and achieve their higher education goals, opening the doors to a future that **reflects their talent, not their background.**

To **tackle under-representation** at the UK's top universities so that students with talent and potential have the opportunity to **secure a place, succeed and progress into their chosen careers.**

Our Mission

We mentor students from less-privileged backgrounds across England and Wales to support their applications to top UK universities, improve their prospects and provide opportunities in later life.



Our Values underpin the work that we do to make our vision a reality. The characteristics that Insight Outreach embodies and instils in our volunteers, leaders and change-makers are as follows:

- **Spark ambition:** dream without limits and exceed expectations!
- **Champion student-led learning:** take ownership of academic and personal development!
- **Develop critical thinking:** forge new ideas, alternative perspectives and creative solutions to complex problems!
- **Build resilience and confidence:** overcome, reflect and grow in response to challenges
- **Foster an inclusive community:** build social capital based on trust and respect, where networks are harnessed for social good

We carry out our mission through the OMS, our flagship access initiative. OMS participants receive a free 10-month structured academic mentoring programme from March of Year 12 to December of Year 13. The OMS is designed to bridge the skills and confidence gaps faced by applicants from under-represented backgrounds. Read more about the OMS in 'What We Do'.

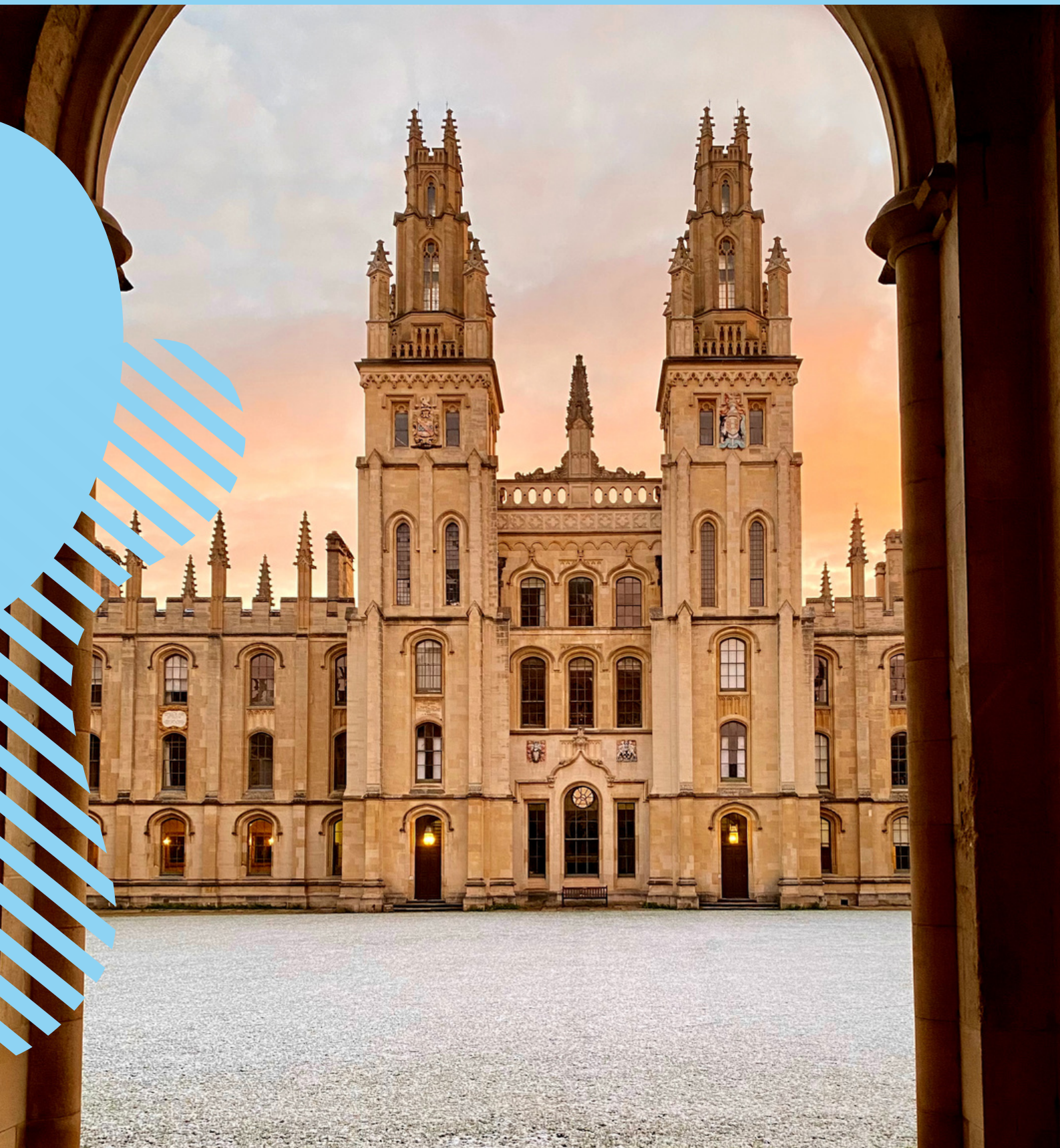
Insight Outreach sets out to address some of the known challenges that exist in Oxbridge applications:

- Disproportionately low application rate of state school students
- Disproportionately low success rate of state school applications
- Disproportionately low success rates for students from ethnic minorities
- Disproportionately high application rate to a handful of oversubscribed subjects at top universities
- Tackling the North/South opportunity divide
- Rebalancing equality of opportunity between state and private schools

As a tried-and-tested academic mentoring programme, Insight Outreach hopes to have deeper social impact on a wider range and increased number of students.



BUILD RESILIENCE & CONFIDENCE



FOSTERING INCLUSIVE COMMUNITIES

Monique's Story



Monique Knight

3rd Year Law, Cambridge

OMS Mentee in 2020

OMS Mentor since 2022

I became an OMS Mentee in 2020, when I was starting to think about applying to the University of Cambridge. I thoroughly enjoyed being on the programme!

During the programme, I not only learned how to put my best self forward in the application process, but I also learned skills, such as holding a strong conversation and developing my employability.



Notably, I found the personal statement support and interview preparation sessions on the OMS extremely helpful. In addition to this, I really liked how Insight Outreach hosted centrally-run webinars every month to teach us about different frameworks and to learn new skills to use throughout the application process.

In October, I will begin my third year studying Law at Cambridge and I've loved my time at university so far. The confidence I developed whilst being on the OMS most certainly helped me when I started university and was trying to find my feet - socially and academically.

I have been an OMS Mentor for the last year and I will continue mentoring in the future. I became a mentor because I wanted to use the skills and information that I have obtained in my time as an OMS Mentee and as a student at Cambridge to support the next generation of students.

Being a mentor has helped me to develop my time efficiency and organisational skills. I look forward to continue working with Insight Outreach in the future!

What We Do

The OMS is our flagship access initiative. It runs from March of Year 12 to December of Year 13 and is free for students at state-funded schools and colleges. Mentees will have a current or former Oxbridge student guide them through our syllabus to prepare them for their applications to Oxbridge and top UK universities. Mentors are trained to provide both subject-specific advice as well as general, personal development support to provide mentees with a holistic programme of support across ten months.

The OMS is a comprehensive programme in which students receive thorough support to navigate every step of the university application process. This includes:

- Choosing a course and college
- Brainstorming UCAS personal statements and refining them
- Support on admission exams
- Interview preparation via mock interviews with constructive feedback.

The OMS programme and especially the guidance from my mentor really made the difference between gaining a place and just missing out, so thank you so much for this opportunity!

OMS Mentee, 2020

The OMS helped me get a sound understanding of applying to a competitive course at Oxbridge. Through their expertise in advising how to tackle hurdles such as admissions tests I got a clearer insight into how to strengthen my application

OMS Mentee, 2022

With the support of their mentor and the structured approach provided by our syllabus, OMS students are able to develop their critical thinking and explore their subject beyond their school curriculum. OMS participants receive:

- Resource booklet and a full syllabus
- Monthly webinars hosted by our central team
- Subject reading & activity lists to encourage further study
- 'Learning Log' to keep track of their progress and extra-curricular achievements
- Effective learning frameworks and mnemonics to help articulate thoughts and problem solving
- Access to exclusive Insight Outreach events such as our November Conference, which includes keynote speeches and workshops on interviews and our frameworks

Mentoring sessions are delivered by volunteer Oxbridge student or graduate mentors who are matched with students based on subject and university preference. In conjunction with a tailored scheme, there are four additional ways that makes the OMS a unique experience:

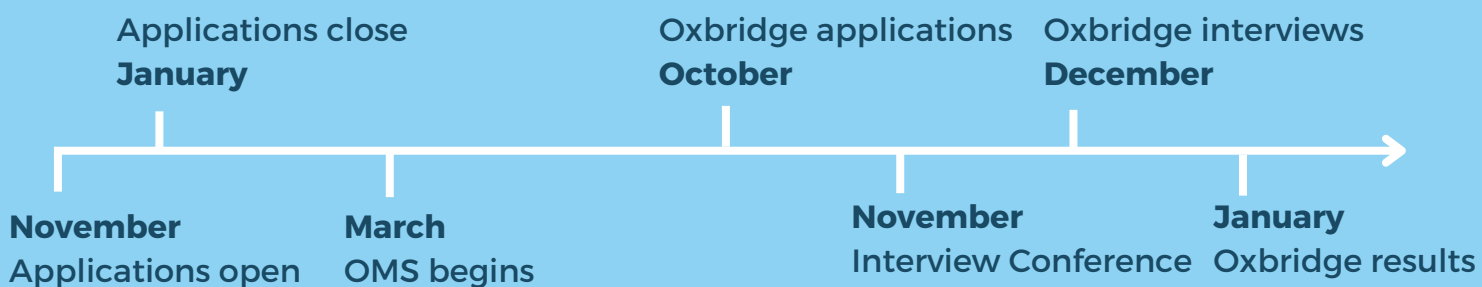
Central syllabus:
We have a full syllabus created by professionals and enhanced by our student alumni and mentors

Community:
Our students interact with each other regularly in webinars and Future Leaders Sessions to share ideas and ask each other questions

Mentors:
Our mentors guide mentees through the application process from start to finish. They are all trained and many are former OMS students themselves

OMS' history:
Our methods, frameworks and values have been successfully tried and tested over the years.

OMS timeline:



Nik's Story

Nik is the co-founder of Insight Outreach. After graduating in 2018 from Cambridge, he has volunteered at Insight Outreach, motivated by his own past experience and background.

Jump back to 2013: I am seventeen years old and studying for my A levels at a local state-funded sixth form college. My parents are separated, one of whom I hadn't been in contact with for two years, and the other I hadn't lived with since I was a toddler. I'm living with my best friend and her mother in a deprived area in Nottinghamshire, and I dream of studying at Cambridge University.

Given my background, it was statistically unlikely for me to get into a top university. Although I was interested in science and did well in school, I was completely misinformed. I didn't know anyone from Oxbridge to get advice from, and I barely knew anyone who went to a Russell Group university, never mind Oxford or Cambridge. I had no idea what these prestigious institutions were looking for in an application.

I was lucky to participate in a Shadowing Scheme at Cambridge, as well as the Sutton Trust Summer School. Both of these experiences were invaluable in motivating me to do well at school. Without these schemes, I wouldn't have had the motivation or insight needed to make a competitive application to Cambridge.



Even once I'd arrived at Cambridge, I was completely unprepared for how challenging it would be to secure a good job upon graduation. My more socio-economically advantaged peers with greater cultural capital were encouraged by their networks to access work experiences opportunities needed to be successful in graduate job applications, some even accessed internships through their family connections. I was still at a significant disadvantage, despite my academic abilities.



Fortunately, I developed an understanding of how to succeed in the graduate job market through the Social Mobility Foundation's Aspiring Professional Programme. Through this programme I developed the skills and confidence needed to succeed and expanded my networks within consultancy firms that were invaluable in enabling me to make a competitive application.

This is why I think it is so important to develop our University Hubs, as these allow our alumni transitioning from school to university to connect with other students pursuing similar careers or already employed in relevant industries and sectors.

Organisations like the Sutton Trust and the Social Mobility Foundation change the lives of thousands of young people each year. This is what motivated me to set up Insight Outreach. Through our Oxbridge Mentoring Scheme, we provide a platform for disadvantaged students to achieve their full potential.

I'm excited for the future of our charity as we begin to offer opportunities to our alumni community so they can succeed in accessing top jobs.

As we continue to grow, our supporters, ambassadors and partners are so important in enabling us to continue to impact the lives of so many young people who need our support.

Insight Outreach aims to create a future for young people that reflects their talent and not their background. I'm extremely proud of the impact we've had so far in achieving this vision.



Who We Support

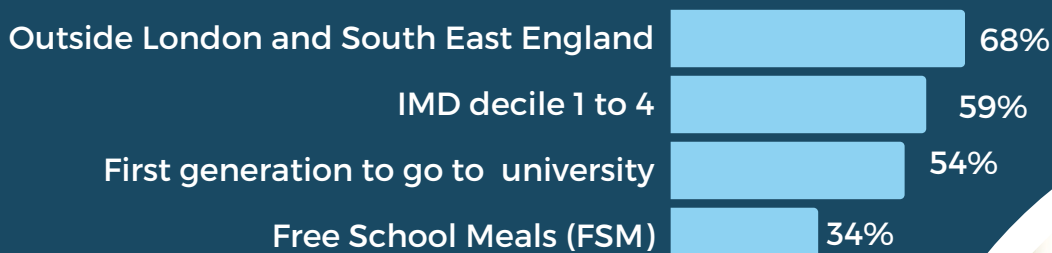
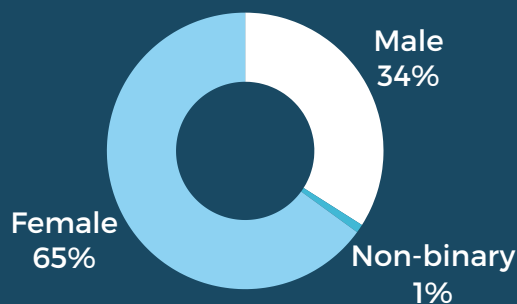
We work with state school students from England and Wales. Through the OMS, Insight Outreach aims to increase the application and success rate to Oxbridge of students from:

- State schools
- Underrepresented ethnic groups
- Low-socioeconomic backgrounds
- Areas of higher deprivation and lower progression to university

We achieve this by bridging the independent study and creative thinking gap between school and university.

In 2022, there were **170 participants** on our OMS and Self-Study programmes.

Demographic information of our 2022 cohort:



Insight Outreach seeks to tackle socio-economic barriers that may hinder a student's success in their university application, particularly students from areas of high deprivation and low progression rates to university. **59% of our 2022 cohort were in IMD deciles 1 to 4, and 34% were FSM recipients.**



One of our aims is to increase the application and success rate of student from underrepresented ethnic minority backgrounds. Last year, 55% of our students were from an ethnic minority background and 12% were Black African or Black Caribbean.

The Oxbridge application process can be daunting, particularly for students who do not know anyone that has studied at university. These students are inevitably less well-informed about how to succeed in their application and are less likely to see themselves fitting in at university. **54% of our 2022 cohort were in the first generation to go to university.**

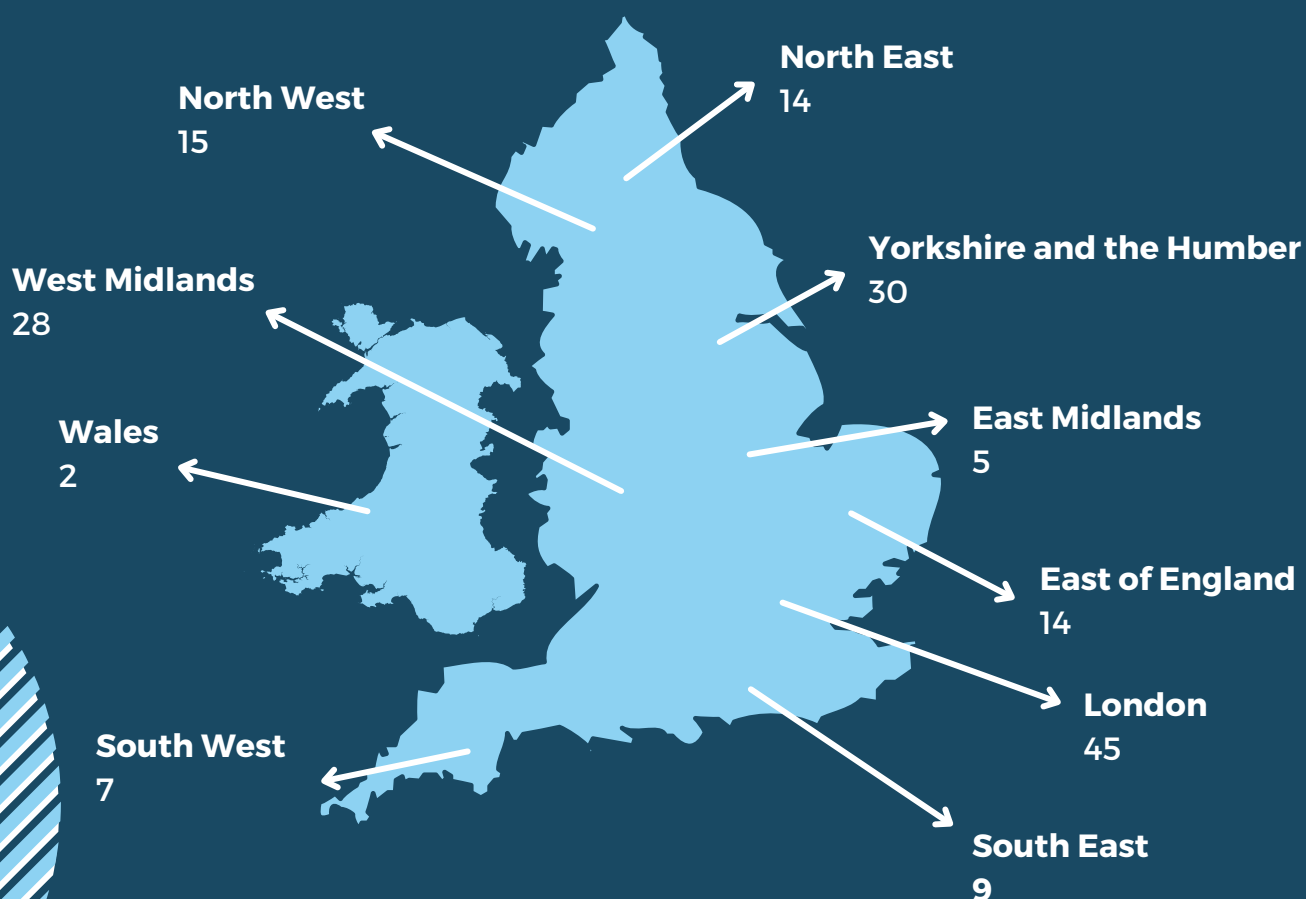
The Oxbridge Mentoring Scheme gave me hope that people like me are capable of applying to Oxbridge.

OMS Mentee, 2022

Ultimately, Insight Outreach adopts a holistic approach when considering our applicants, taking into account all of the factors mentioned in conjunction with one another to best deliver our initiatives.

As the OMS has thus far been run virtually, we have been able to support students across the width and breadth of the country.

Number of 2022 students by region



Joyce's Story

Joyce is the co-founder of Insight Outreach who developed the Oxbridge Mentoring Scheme.

My motivation:

I remember enjoying studies but went to a school where Oxbridge was deemed elitist and out of reach. I almost didn't apply until (a couple of weeks before the deadline) when my parents encouraged me to give it a go. They obviously saw my potential when I did not.


Studying at Oxford turned out to be three of the most enjoyable, yet challenging, years of my life. Out of the six who applied to Oxbridge in my year, I was the only one who received an offer - and I did it without the preparation or support that my peers received since I was late in deciding to give Oxbridge applications a go.

Years later, I reflected on this moment and became curious about personality traits, behaviours and skills that lead to success in studies.

Co-founding Insight Outreach with Nik gave me an opportunity to enjoy nurturing skills and behaviours in students, enabling them to make informed decisions and tread their own path into the UK's best universities.



It allowed me to implement a widely tried and tested method of thinking and learning that I had developed for over 10 years. On reflection I could really have benefitted myself from what the OMS offers; it would have aided my transition into, and out of, Oxbridge studies. My and Nik's stories highlight the importance of plucking up courage to bravely step forward and take up unknown opportunities, as you never know where they may lead!



After graduating from Oxford, I studied for a master's degree, and became a school governor. I also created Insight Education in 2006 and ran its Oxbridge Mentoring scheme as a hobby alongside my Civil Service career.

A decade later, I realised my hobby had become my vocation and I took a leap of faith: I left a stable job to pursue academic (Oxbridge) mentoring full time. In 2018, I co-founded the social mobility charity Insight Outreach with Nik.

In all the years of mentoring, I have come across incredibly talented, dedicated and inspiring mentors. Our mentors use their experience of Oxbridge life and learning to inspire students from diverse and non-traditional backgrounds, developing their skills and personal attributes for success in studies, life and future careers. Five years on, I am delighted to see the growth of Insight Outreach to support students into top UK universities, throughout their university studies and also into careers.

IO pedagogy:

What we do here at Insight Outreach is transformative but it isn't rocket science. The OMS today is a system that has stemmed from academically mentoring several thousand students and researching into the science of teaching. Our schools are excellent in preparing students for exams.

At school, learning is achieved through the expertise of the teacher standing at the front of the class with the class of pupils who soak up learning. The OMS reverses this model and encourages students to spearhead their learning, aided by a mentor who asks the right questions so that students are signposted to information that answers their own questions. In doing so, our beneficiaries become the agents of change in their own lives, in the lives of others, and in society at large. That is the greater vision!

In terms of infrastructure, our OMS students are taught not just to “do” but they are encouraged to reflect on their learning and why it is meaningful to them. We suggest activities that would nurture our Eight Traits for Success and we provide mnemonics and frameworks for writing essays and creative problem-solving so that can practice producing high-level written and verbal responses.

By providing a safe space to discuss and express themselves, our beneficiaries naturally prepare themselves for interviews. The OMS is not simply about getting students into Oxbridge; it's about helping develop thinking skills, traits and behaviours for success in life, studies and career. At IO, we would love to see the OMS progressively impact more students year on year.

Our readers are invited to support us on that journey.

Theory of Change

This is Insight Outreach's roadmap that guides the work we do. Our Theory of Change outlines an OMS student's journey and how they can be supported in reaching their goals.

Background: students from certain economic, social, geographic, cultural and ethnic backgrounds are less likely to apply to the UK's top universities, in particular to Oxford and Cambridge.

Problems: students lack access to information about university, do not have someone to speak to for advice, and feel out of place.

Activities: the OMS offers students support with the application process and the IO Hubs aid their transition from school to university.

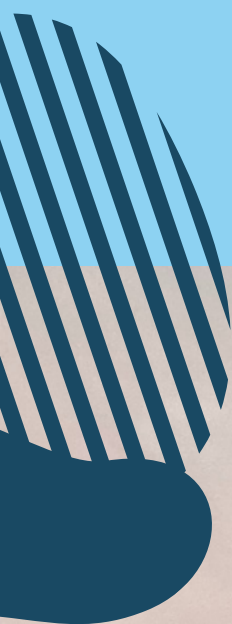
Immediate outcomes: improvements in student motivation, critical thinking and problem solving, intellectual curiosity alongside an improved understanding of the application process to university.

Outcomes: students are able to make a more competitive university application, adopt a positive 'can-do' attitude and become independent learners, allowing them to feel more comfortable at university.

End goal: increasing the rate of successful applications made by students from under-represented backgrounds to Oxford and Cambridge.

Further goal: helping students develop their employability and get into top graduate jobs through internships offered by corporate partners.

Enabling factors: trained mentors who offer high-quality, supportive advice alongside IO's tried-and-tested learning frameworks and curriculum, and students who grow are more comfortable in exploring new topics and broadening their horizons beyond their comfort zone



Our Impact

Our students are almost twice as likely to receive an offer to study at Oxford or Cambridge.

In 2022, the OMS accepted a total of 170 students to our main and Self-Study programmes. We have been focussing our efforts on expanding our intake as well as reaching deeper into areas of greatest deprivation to widen our impact across England and Wales.

The 2022 cohort were part of a ten-month programme supporting them with the application process to top universities in the country, whilst at the same time developing key skills of critical thinking and confidence-building. 72% of our 2022 students said our programme improved their confidence to apply to top universities.

57% of our 2022 applicants to Oxbridge obtained an interview invite. 38% of our 2022 applicants to Oxbridge and Cambridge secured an offer. This is nearly twice the success rate for applications to either Oxford (19%) or Cambridge (22%). This is particularly stark, given that our applicants are from comparably disadvantaged backgrounds.

Since we launched Insight Outreach in 2018, we have achieved comparably high application success rates every year, ranging between 35% and 40%.

The improvement in our application success rate is a testament to the dedication of our volunteer mentors and the quality of our structured syllabus of support. The OMS opens up our students to a future that reflects their talent, not their background.

% of applicants to Oxford or Cambridge that received an offer in 2022

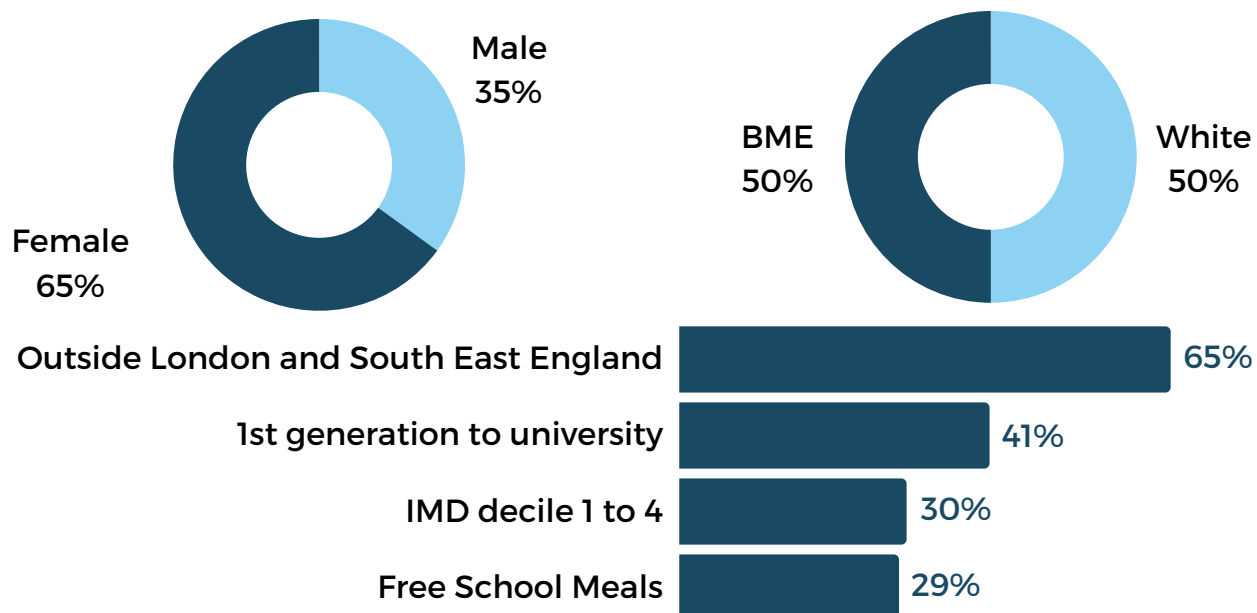


At Insight Outreach, we aim to increase the success rate of underrepresented groups to Oxford and Cambridge.

50% of our Oxbridge offer holders were from an ethnic minority background and with 24% from Black African or Black Caribbean backgrounds. 65% of our offer holders lived outside of London and the South East, where progression rates to Oxbridge are higher than the rest of the country. 41% were in the first generation of their family to go to university, 30% from the most deprived areas (IMD deciles 1 to 4) and 29% were on Free School Meals.

For each of these measures of disadvantage, a greater proportion of our offer holders are from the more disadvantaged group than a typical Oxford or Cambridge offer holder. Insight Outreach is making significant progress towards widening access to Oxford and Cambridge.

Demographic information for our 2022 Oxbridge Offer Holders:



For our students that either chose not to apply to Oxbridge, or were unsuccessful, our programme equipped them with improved critical thinking skills and appreciation for their subject. The skills they learn on the OMS help to bridge the gap between to any university. Furthermore, all our OMS participants automatically become members of our alumni community and have access to career skills building opportunities and internships with us and our partners.

“The OMS is one of the best things that happened to me this year. Although I didn’t get the results I wished for in my Oxford application, I have grown a lot academically and personally.

OMS Mentee, 2020

Solomon's Story

I've been a volunteer mentor on the OMS for five years, and it has become a big part of my university experience. I started mentoring on the OMS during the second year of my undergraduate degree, and have absolutely loved it.

I'm now entering the fourth year of my PhD at Oxford in vaccine development. I really enjoy incorporating the things I think about on a day-to-day basis into my OMS sessions. I'm constantly surprised by the knowledge that A-level students have in this area. It makes our scientific discussion fascinating as we try to push their scientific boundaries to give them a flavour of what university-level science is like.

Solomon English

Natural Sciences, Cambridge
PhD, Oxford
OMS Mentor since 2018



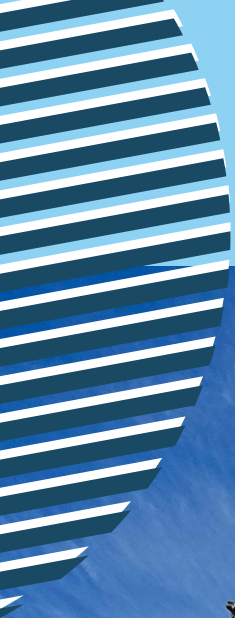
My main motivation for volunteering with Insight Outreach on the OMS each year is to contribute to the broader effort to improve access to higher education in the UK.

There has been some amazing progress made over the last decade but it's no secret that there's lots more to do to level the playing field and I'm really excited to play my small part.

Whether it's Oxbridge or not, there are some incredible universities in the UK. I believe that elevating young people from underrepresented backgrounds into these spaces is the best way we can progress them further.

Each mentee I've worked with over the years has been enthusiastic, thoughtful, and keen to learn.

I'm proud of all of them for getting into university and I'm really pleased to see that one of my first mentees, Ama, is now a part of the OMS as a mentor as well. I plan to keep volunteering for access programs as long as we need them.



Neave's Story



Neave Wallace
2nd Year History, Oxford
OMS Mentee in 2021

I was first made aware of the OMS when I was in Year 12. My college sent an email to all students that they believed had a competitive chance of going to Oxbridge. At the time, I hadn't really considered Oxbridge as an option, nor was it a significant goal for me. However, taking part in OMS fuelled the creation of this goal of furthering my education whilst providing me with the best tools to achieve this.

The OMS played a crucial role in helping me secure my offer to study History. Without it I would not have received vital interview preparation and personal statement support. I may never have read the books on the OMS's History reading list, all of which contributed to the academic foundation that continues to assist me today.



New College and Oxford are great! I have fallen more in love with my studies and can't wait to start second year. I am currently a Freshers' Rep and Relationships Officer for the undergraduates at New College.

I am enthralled with all things college life has to offer and, although Oxford was not initially my dream university, I now know I wouldn't have enjoyed my degree nearly as much had I not pursued the path to Oxbridge.

Now that my first year is over, I am excited to become an OMS mentor and hope to get stuck in as soon as possible.

After my degree is finished, I aim to pursue a Master's degree. I can confidently say that without the OMS helping me to secure a place at Oxford, I would not be as passionate about history as I am now and it is unlikely that I would proceed to postgraduate studies in History.

Lucy's Story

I discovered the OMS after graduating. I had been enthusiastically involved with access and outreach as a student, which was one of the most enriching parts of my university experience, so I was keen to find a way to continue this post-graduation, too.

Mentoring is a great way of volunteering while working a full time job as you can be totally flexible about when you schedule in calls, chat over email and look over your mentee's work. It's not an overly demanding time commitment, but is highly rewarding.

I enjoyed the one-to-one nature of mentoring as I really cultivated a close relationship with my mentee, Neave (which has continued even beyond our 'official' mentoring period!).

It was a reciprocal learning experience, in that I was providing support and structure and sharing my own first-hand experience, and Neave in turn kept me engaged with our shared subject of History and taught me something new every session.

I was ecstatically proud when she got her offer and continue to be proud that she is thriving at Oxford! I would recommend mentoring for the OMS to anyone who cares about social mobility and widening participation in higher education.



Lucy Mercer
History at Oxford
Mentor since 2021



Value Proposition

If they were to access this support in the private market, the educational and life skills mentoring offered to each student would cost an average of £1,000. But we offer this completely for free for students who need it.

£1,000

worth of value educational and life skills mentoring

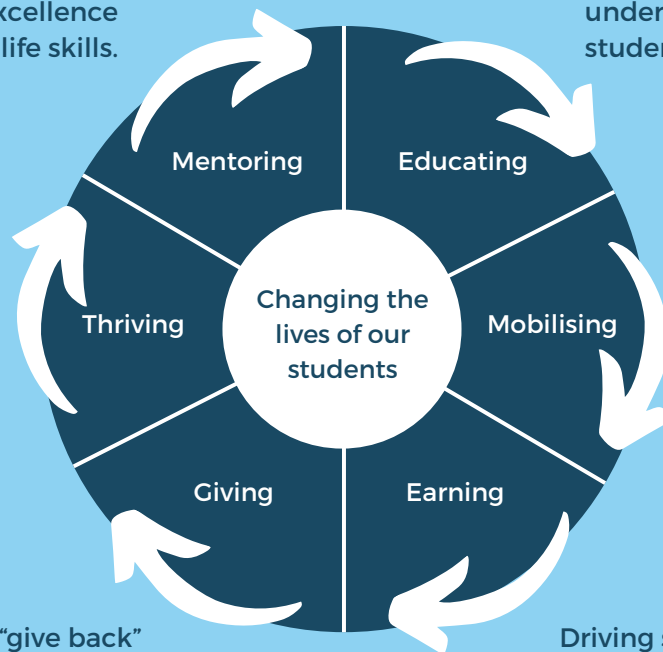
We provide a holistic experience to our students in order to support them into higher education and in later later life. By connecting back with our alumni, we believe this can create a ripple effect within their communities and continue to change more lives.

Mentoring over 100 students each year with 30+ volunteer mentors, enhancing academic excellence and life skills.

Facilitating Oxbridge offers every year, with improved access to subjects undersubscribed by state school students (e.g. Classics, Languages).

Accessing under-represented talent that we currently "can't see" in communities through outreach and collaboration with charities and corporates.

Offering continued support through Insight Outreach Hubs at Oxbridge and establishing new Hubs at other Russell Group Universities.



Creating a pioneering "give back" community where OMS alumni return as mentors or take up paid Social Impact Internships with us or our corporate partners.

Driving social mobility by improving lifetime earnings for our students by 2.4% above those of non-Oxbridge graduates.

Our Ambition

Looking ahead, Insight Outreach seeks to build upon our established foundation to grow our impact.

We have three main areas of focus:

- 1. Growing the OMS to extend our reach to even more students**
- 2. Creating Insight Outreach University Hubs to support our alumni upon completing OMS**
- 3. Developing our Social Impact Internship programme to support OMS alumni to gain career skills.**

To truly tackle social mobility challenges for the most disadvantaged, we know we need to provide a more holistic offer. We need to grow our offer to provide support and guidance before, during and after university.

Oxbridge Mentoring Scheme:

The OMS has been extremely impactful in aiding students with the application and transition to Oxbridge. We are currently completely volunteer-led. Due to this capacity constraint, we have to limit the size of our programme. This means that we turn away excellent OMS applicants each year who have the talent and potential to succeed at Oxbridge, and would be unlikely to achieve this without our support.

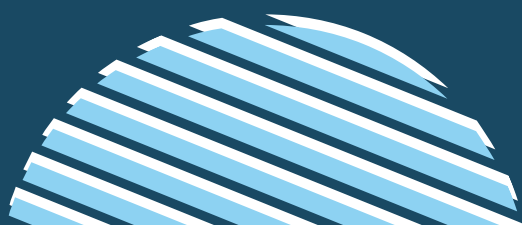


Furthermore, we are acutely aware that there are pockets of “talent that we can’t yet see” that would benefit from the OMS but do not discover our programme. We need to do more to reach the communities that need our support the most.

To expand the reach and impact of the OMS, we aim to:

- Expand into regions and schools where Oxbridge progression support has been neglected
- Build partnerships with schools, community groups and charities in deprived areas to find the “talent that we can’t yet see”.
- Grow our main programme annual intake to 180 students.

To achieve this, and maintain our programme quality and student experience, we need additional funding.



As part of our holistic offer, we need to go further than Oxbridge admissions, and widen the support we offer to students once they go to university after the OMS.

Developing the IO Hubs:

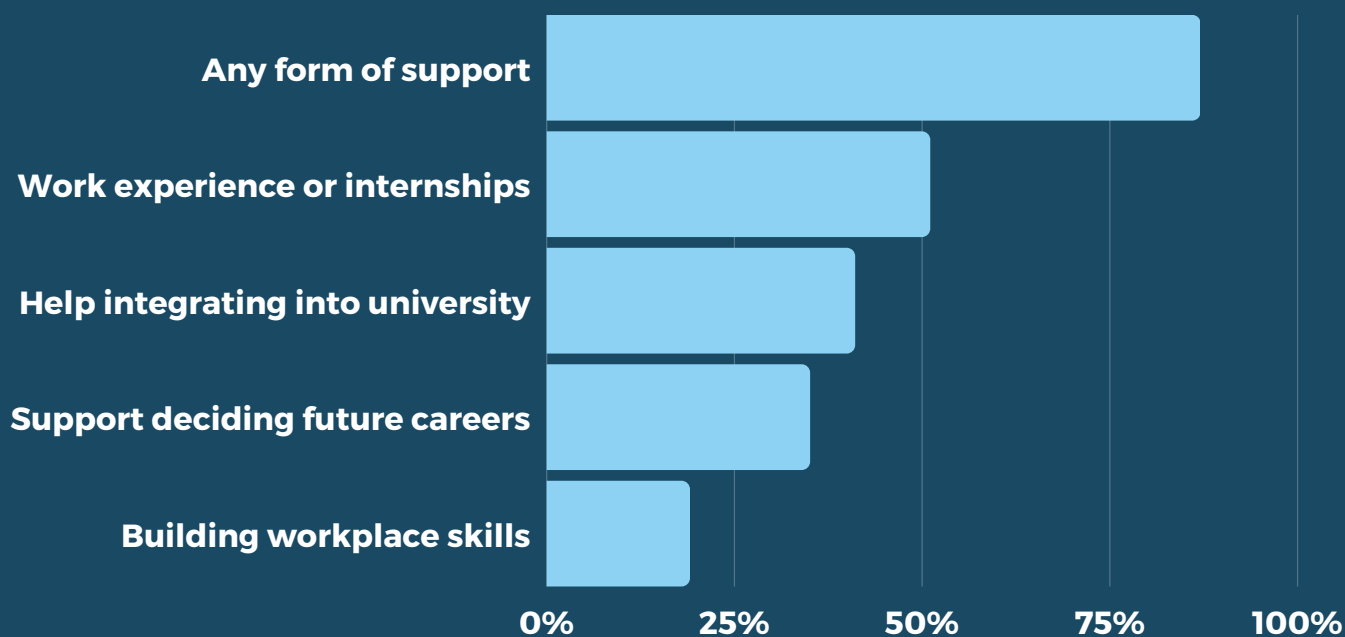
The Insight Outreach Hubs were first founded at Oxford and Cambridge by our OMS alumni. They were student societies designed to create a community of ambassadors at university, amongst OMS alumni and mentors.

The Hubs provide a warm welcome to 1st year university students who have completed the OMS. This helps them to integrate into university life, by connecting with like minded people from similar backgrounds that they can relate to. Some students might also meet their mentors or fellow OMS students that they had only met virtually before.

In addition, the Hubs will be utilised to deliver our career support programme for our OMS alumni. With our corporate partners, we can offer careers talks, skills building workshops and networking events. This will help our students build the skills and networks they lack from their upbringing, levelling the playing field when it comes to job applications.

Finally, we will use the Hubs as an opportunity to encourage our alumni to give back to Insight Outreach by returning as mentors and volunteers. This not only provides them with personal development opportunities, but our alumni make the perfect mentors because of their own lived experiences. 20% of our current mentors are former OMS mentees who were motivated to give back to our community.

We asked our 2022 OMS students what support from Insight Outreach they would find useful whilst at university:



Developing our Social Impact

Internship programme:

At Insight Outreach, we do not only want to help students “get in” to top universities, but also to “get on” and develop the skills they need to secure top jobs.

We want to ensure that our alumni have parity of experience with their more-advantaged peers whilst at university, in terms of networking and internship opportunities. Through our Social Impact Internships, we want our geographically and socio-economically diverse talent pool of mentors and alumni to access high calibre work experience, and in doing so have a sense of place in their local community. This would enable our cohort to gain valuable career development opportunities that they wouldn't normally access through their own families and networks.

Our Social Impact Internships to take two forms:

1. Internships with Insight Outreach

In 2020, we piloted offering internships to eight of our past OMS students, who helped to develop all aspects of Insight Outreach. The interns made excellent contributions to our charity's development and gained invaluable work experience and professional development. However, due to lack of funding, we could only offer unpaid internships. We need to offer paid internships in the future to ensure accessibility for all our alumni and fairly reflect the value they contribute.

2. Internships with Partners

Our community of geographically and socio-economically diverse students and graduates, from top university, with enhanced critical thinking and communication skills from participating in OMS, make them ideal candidates for internships with corporates. We aim to provide a pipeline of interns for our corporate partners from our communities, opening the doors to fantastic career experience opportunities for our alumni.



Social Impact Internship Testimonial



Robert

2nd Year Geography, Cambridge
OMS Mentor since 2022 who interned with WHEB, one of our corporate partners

"I cannot express how valuable this internship has been. Before this, I'd never had any experience in a professional workplace. I feel so lucky to have had this opportunity as it has opened up my eyes on what is available after university. All I can say is thank you."

Akshar's Story

Akshar is Insight Outreach's Partnerships Trustee. As an IO alumnus, he has volunteered as a mentor since 2020 and founded the IO Cambridge Hub. He recently graduated in History and Modern Languages from Cambridge.

I still remember applying to the very first cohort of the OMS. It was nearing the end of the Autumn term of Year 12 and I was getting ready to fly off to India to visit my family. I noticed an email from a teacher at my school about the OMS, so I sent off a written application and didn't really think about the programme again, at least for a few weeks.

While I was staying at my grandparents', I received an email from Nik asking me to submit the video presentation element to my application. In all honesty, I think I'd completely forgotten about this. Of course, with the lack of internet in semi-rural India, I was unable to send this across. I was pretty sure that was the end of the road for me.

By a stroke of sheer luck, it turned out that I got onto the scheme! From March to December 2018, I took part in a series of incredible sessions led by my two mentors – Alex Murray (who mentored me when I wasn't sure about my subject choice) and Serrie Meakins (once I knew I wanted to study History & Modern Languages). Every month was filled with discussion and debate to get me thinking on my own two feet.



Without a doubt, these mentoring sessions turned my initially unsure interest in History and Modern Languages into a passion, to borrow a word from most of the personal statements that I've read (including my own!). The OMS gave me the confidence to back my beliefs and the skills to convey these with clarity. In time, I received my offer and got the grades to study at Pembroke College, Cambridge.

My involvement with Insight Outreach, however, was still in its early days. I received another email, this time for three 'Summer 2019 Work Opportunities'. Once again, I applied for one of the roles and in a few weeks I heard back with an offer! I spent a few hours every week over the summer as an Impact Analyst, comparing spreadsheets of data to evaluate the impact of my own OMS cohort. This role didn't just give me the opportunity to give back to the charity that had supported me so much as an A-level student, but it gave me a real appreciation for Insight Outreach's vision and mission as an organisation.

Since starting university in 2019, I've mentored some thirty students in subjects from History to Law to Economics over the past three years in two different mentor capacities.

I completed an internship with Insight Outreach as a Project Development Team Leader, I launched the Insight Outreach Cambridge Hub during the Covid-19 pandemic and now, in 2023, I've become the Partnerships Trustee for the charity.

All of this, as I see it, is because I sent an incomplete application for a mentoring programme when I was just sixteen years old.

There's no mistaking the fact – my time at Insight Outreach has been life-changing. The charity and its people have made me the person I am today. I've been given the chance to take on challenges that I never even dreamed about when I was younger.

So, if I can leave you with just one thought: get involved with us! If you are a fellow charity looking to broaden the support you offer your beneficiaries, let's find a way to work together. If you are a company looking to sponsor a ambitious, growing charity, just get in touch!

No matter what kind of organisation you are, IO is ready to collaborate with you and work together to build a fairer and more equal society.



Call to Action

At Insight Outreach, we have a long history of working with corporate and charitable partners alike in order to amplify our impact. As we grow, we are always on the search for new, fruitful partnerships that will enable as many students as possible to benefit from our programmes, internships, and other opportunities.

We are an ambitious charity that wants to reach as many bright, young minds and support them in unlocking their potential. However, we know that this is best achieved through collaboration and partnerships, not by working alone.

As a corporate partner, you can support us by directly sponsoring an aspect of our programme provision, such as the OMS or our Social Impact Internships. This allows your donation to directly benefit hundreds of students across the country and unlock their potential!

Partnering with Insight Outreach will also allow your organisation to gain visibility to an ever-growing number of students, from our current students to our alumni and student mentors.

In 2022, over 50% of our students reported that they would benefit from Insight Outreach through the provision and publicising of internship opportunities. This is the perfect place for corporate partners to benefit from our ambitious, bright cohorts of students.

We are just as driven to grow our partnerships with fellow social mobility charities, whether you work in a specific region or a specific year group of school students. Collaboration between charities means even more bright, young minds can benefit from our joint efforts to build a fairer and more equal society.

“ I would like to say a huge thank you to my mentor, the time put in to support me continually has been absolutely invaluable and provided me with so much confidence and advice in times that were very scary and unprecedented. I recommend any student who is even remotely thinking about getting involved to do so – it has been one of the best experiences I have ever done!

OMS Mentee, 2022

Thank You

The Insight Outreach trustees would like to thank the following people and institutions for their continued support, participation and guidance.

Our partners:

Hogan Lovells
WHEB Asset Management
Gotoco
Insight Education
Insight Academy
The Elephant Group
Universify

Our Board Members and Volunteers, past and present:

James Miller, Jemima Robertson, Richard Lloyd, Zainab Zokorong, Jaya Govindan, Tim Adelani, Tim Bodey, Abbie McBain, Harriet Crossingham, Osman Zahoor, Ama Appiah, Danny Ruiz Williams, Antara Singh, Rama Rustom, Gianni Tam-McMillan, and all of our volunteer mentors.

Our Social Impact Interns:

Gadiel Ampiah, Devam Savjani, Aryaman Talukdar, Thomas Fry, Wayne Gouro, Andraś Droppa, Jade Calder, Zainab Adebayo Jasmine Boothe-Henry and Savannah Stanislaus.

Last but not least, Fahim Miah for designing this wonderful report, John Harrison for contributing to the data analysis and Abbie McBain for contributing to the final version.

With special thanks
to our partners



Hogan
Lovells



WHEB

Contact us

At Insight Outreach, we believe that every bright young mind should have the skills, confidence and opportunity to aspire to and achieve their higher education goals; opening a future based on their talent not their background. If you would like to work with us, please contact us at info@insightoutreach.org

For more information and the latest news, keep in touch with our social media:

Website	insightoutreach.org
Email	info@insightoutreach.org
Telephone	+44 (0) 1732 851774
LinkedIn	linkedin.com/company/insightoutreachcharity
Facebook	Facebook.com/InsightOutreachMentoring
Instagram	@insightoutreach



Guide for updating the accounts - BEFORE MAKING ANY CHANGES, ALWAYS SAVE AS A NEW

Step 1 **When updating the accounts for a new tax year, the first thing that you should do is**
Then, copy and paste the existing "Total for Last Period" column, Column F, into the
This is to be kept for historical reference.
Then, EXCEPT FOR ROW 12 and ROW 62, hard paste the existing Column E into Colu

Step 2 Then, please update the following when you want to calculate for a new tax year.

Current Peri From 4/1/2023 To ###

Last Period From 4/1/2022 To ###

This will feed through into the rest of the accounts!

Please update the 'IO Accounts' tab by copy and pasting the latest Metro Bank state

Then, both the full and simplified "Receipts and Payments Accounts" tabs should au

Red Tabs contain historical information

VERSION OF EXCEL!

create a new column between Column F and Column G at the end of the "Receipts and P
: newly created column, making sure to add in the date for the period it covered (e.g. from

umn F

ment and allocating an accounting category from the dropdown list in 'Column I'
tomatically update!

payments Accounts" tab.
(01/04/2019 to 31/03/2020)

Bank Reconciliation

Date	Reference	Transaction Type	Money In	Money Out	Balance	R	Period	Transaction Type (Acct)
					£2,239.07		NA	General donations, legacies and grants
4/5/2022	ZOOM.US 888-799-9666	Zoom monthly fee		14.39	£ 2,224.68		Past	IT Cost
4/27/2022	981985-CAFGYE41000784551--&-&-G-YE41000784551	Donation	9.6		£ 2,234.28		Past	General donations, legacies and grants
5/6/2022	ZOOM.US 888-799-9666 50166459933	Zoom monthly fee		14.39	£ 2,219.89		Past	IT Cost
5/9/2022	447845-AMAZON EUROPE CORE-&-&-8464338835554373	Admin Cost	6.69		£ 2,226.58		Past	Other Receipts
5/26/2022	981985-CAFGYE41000784551--&-&-G-YE41000784551	Donation	9.6		£ 2,236.18		Past	General donations, legacies and grants
6/7/2022	ZOOM.US 888-799-9666 50166459933	Zoom monthly fee		14.39	£ 2,221.79		Past	IT Cost
6/10/2022	Akshar Abhyankar OMS Lead Mentoring	Wages / salaries and national insurance		120	£ 2,101.79		Past	Wages / salaries and national insurance
6/10/2022	Ama A Appiah OMS Lead Mentoring	Wages / salaries and national insurance		40	£ 2,061.79		Past	Wages / salaries and national insurance
6/10/2022	Ama A Appiah OMS Lead Mentoring	Wages / salaries and national insurance		80	£ 1,981.79		Past	Wages / salaries and national insurance
6/17/2022	Disclosure Services DBS Checks	Financial Regulator		80.64	£ 1,901.15		Past	Regulatory and admin Costs
6/17/2022	Daniel Williams-Ruiz OMS Lead Mentoring	Wages / salaries and national insurance		120	£ 1,781.15		Past	Wages / salaries and national insurance
6/27/2022	981985-CAFGYE41000784551--&-&-G-YE41000784551	Donation	9.6		£ 1,790.75		Past	General donations, legacies and grants
7/5/2022	ZOOM.US 888-799-9666 50166459933	Zoom monthly fee		14.39	£ 1,776.36		Past	IT Cost
7/8/2022	Akshar Abhyankar OMS Lead Mentoring	Wages / salaries and national insurance		40	£ 1,736.36		Past	Wages / salaries and national insurance
7/27/2022	981985-CAFGYE41000784551-	Donation	9.6		£ 1,745.96		Past	General donations, legacies and grants
7/29/2022	Akshar Abhyankar OMS Lead Mentoring	Wages / salaries and national insurance		40	£ 1,705.96		Past	Wages / salaries and national insurance
7/29/2022	Amol Chalisgaonkar Fundraising Reg	Financial Regulator		50	£ 1,655.96		Past	Regulatory and admin Costs
8/1/2022	Ama A Appiah OMS Lead Mentoring	Wages / salaries and national insurance		80	£ 1,575.96		Past	Wages / salaries and national insurance
8/1/2022	Daniel Williams-Ruiz OMS Lead Mentoring	Wages / salaries and national insurance		80	£ 1,495.96		Past	Wages / salaries and national insurance
8/5/2022	ZOOM.US 888-799-9666 50166459933	Zoom monthly fee		14.39	£ 1,481.57		Past	IT Cost
8/9/2022	Disclosure Services A21112	Financial Regulator		40.32	£ 1,441.25		Past	Regulatory and admin Costs
8/25/2022	981985-CAFGYE41000784551--&-&-G-YE41000784551	Donation	9.6		£ 1,450.85		Past	General donations, legacies and grants
9/6/2022	ZOOM.US 888-799-9666 50166459933	Zoom monthly fee		14.39	£ 1,436.46		Past	IT Cost
9/15/2022	Akshar Abhyankar OMS Lead Mentoring	Wages / salaries and national insurance		40	£ 1,396.46		Past	Wages / salaries and national insurance
9/15/2022	Ama A Appiah OMS Lead Mentoring	Wages / salaries and national insurance		40	£ 1,356.46		Past	Wages / salaries and national insurance
9/15/2022	Daniel Williams-Ruiz OMS Lead Mentoring	Wages / salaries and national insurance		40	£ 1,316.46		Past	Wages / salaries and national insurance
9/27/2022	981985-CAFGYE41000784551--&-&-G-YE41000784551	Donation	9.6		£ 1,326.06		Past	General donations, legacies and grants
10/6/2022	ZOOM.US 888-799-9666 50166459933	Zoom monthly fee		14.39	£ 1,311.67		Past	IT Cost
10/19/2022	Akshar Abhyankar OMS Lead Mentoring	Wages / salaries and national insurance		80	£ 1,231.67		Past	Wages / salaries and national insurance
10/25/2022	INSIGHT ACADEMY LT IADONATION/061021	Donation	25		£ 1,256.67		Past	General donations, legacies and grants
10/27/2022	CAFGYE41000784551--&-&-G-YE41000784551	Donation	9.6		£ 1,266.27		Past	General donations, legacies and grants
11/4/2022	Daniel Williams-Ruiz OMSLeadMentor-Inv4	Wages / salaries and national insurance		80	£ 1,186.27		Past	Wages / salaries and national insurance
11/4/2022	Akshar Abhyankar OMSLeadMent-inv008	Wages / salaries and national insurance		160	£ 1,026.27		Current	Wages / salaries and national insurance
11/7/2022	Disclosure Services DBSChecksinv400589	Financial Regulator		20.16	£ 1,006.11		Current	Regulatory and admin Costs
11/7/2022	ZOOM.US 888-799-9666 50166459933	Zoom monthly fee		14.39	£ 991.72		Current	IT Cost
11/14/2022	MailChimp	IT		40.71	£ 951.01		Current	IT Cost
11/15/2022	447845-AMAZON EUROPE CORE-&-&-4459467533764386	refund	8.55		£ 959.56		Current	Other Receipts
11/25/2022	981985-CAFGYE41000784551--&-&-G-YE41000784551	Donation	9.6		£ 969.16		Current	General donations, legacies and grants
12/6/2022	ZOOM.US 888-799-9666 50166459933	Zoom monthly fee		14.39	£ 954.77		Current	IT Cost
12/9/2022	WHEB ASSET MANAGEMENT LLP WHEB AM	Donation	2000		£ 2,954.77		Current	General donations, legacies and grants
12/13/2022	MailChimp	IT		28.56	£ 2,926.21		Current	IT Cost
12/22/2022	ICO	Financial Regulator		35	£ 2,891.21		Current	Regulatory and admin Costs
12/29/2022	981985-CAFGYE41000784551--&-&-G-YE41000784551	Donation	9.6		£ 2,900.81		Current	General donations, legacies and grants
12/30/2022	Daniel Williams-Ruiz OMSmentor nov-dec	Wages / salaries and national insurance		80	£ 2,820.81		Current	Wages / salaries and national insurance
1/5/2023	ZOOM.US 888-799-9666 50166459933	Zoom monthly fee		14.39	£ 2,806.42		Current	IT Cost
1/11/2023	Mailchimp 50137599060	IT		33.55	£ 2,772.87		Current	IT Cost
26/01/2023	981985-CAFGYE41000784551--&-&-G-YE41000784551	Donation	9.6		£ 2,782.47		Current	General donations, legacies and grants
7/2/2023	ZOOM.US 888-799-9666 50166459933	Zoom monthly fee		14.39	£ 2,768.08		Current	IT Cost
13/02/2023	Mailchimp 50137599060	IT		33.58	£ 2,734.50		Current	IT Cost

Totals for Current Period: 01/04/2023 to 31/03/2024		Transaction Type	In	Out	Balance
Total Income	£2,057	Donation (non-IE) (in)			
Total Expenditure	£538	IE Donation (in)			
		Venue Hire			
		Staffing			
Section A - Receipts and Payments Account		Travel Reimbursement			
Receipts		DBS Fee			
General donations, legacies and grants	£2,048	Reward & Recognition			
Donations from Insight Education	£0	ICO Compliance			
Donations from Insight Academy	£0	Totals			
Interest on deposit account	£0				
Referral Income	£0				
Fees for charitable services (e.g. delivering training, workshops e	£0				
Other receipts	£9				
<i>Asset and investment sales</i>					
Receipts from sale of fixed assets	£0				
Receipts from sale of investments	£0				
Loan repayments received	£0				
Loans received from external funder	£0				
TOTAL	£2,057				
Payments					
<i>Administrative and fundraising costs</i>					
Cost of fundraising events	£0				
Wages / salaries and national insurance	£240				
It Cost	£243				
Regulatory and admin Costs	£55				
Grants and donations paid	£0				
	£0				
Bank interest and charges	£0				
<i>Costs of providing charitable services</i>					
Rent/hire of rooms	£0				
Repairs and maintenance	£0				
Student Reward and Prizes	£0				
Office supplies	£0				

--	--

Receipts and Payments Accounts & Statement of Assets and Liabilities

Charity name: insight Outreach
 Charity number: 1178862
 For the period from (start date): 4/1/2023
 To (end date): 3/31/2024

	Amount This Period	Amount Last Period
Section A - Receipts and Payments Account		
Receipts		
General donations, legacies and grants	£2,048	£497
Donations from Insight Education	-	-
Donations from Insight Academy	-	£2,034
Interest on deposit account	-	-
Referral Income	-	£50
Fees for charitable services (e.g. delivering training, wor	-	-
Other receipts	£9	£9
	£2,057	£2,590
	£0	£0
Asset and investment sales		
Receipts from sale of fixed assets	-	-
Receipts from sale of investments	-	-
Loan repayments received	-	-
Loans received from external funder	-	-
	£0	£0
	£0	£0
Payments		
<i>Administrative and fundraising costs</i>		
Cost of fundraising events	-	£259
Wages / salaries and national insurance	£240	-
It Cost	£243	£173
Regulatory and admin Costs	£55	£331
Grants and donations paid	-	-
Bank interest and charges	-	-
<i>Costs of providing charitable services:</i>		
Rent/hire of rooms	-	£165
Repairs and maintenance	-	-
Student Reward and Prizes	-	-
Office supplies	-	-
Transportation fees	-	-
	£538	£928
	£0	£0
Asset and investment purchases		
Purchase of fixed assets	-	-
Purchase of investments	-	-
Loans made	-	-
Loans repaid to an external funder	-	-
	£0	£0
Excess of Receipts over Payments		
	£1,519	£1,662
	£0	£0
Transfers and movements		
Transfers between funds	-	-
	£0	£0
Bank current and deposit accounts 1st April 2021:	£2,239	£577
Bank current and deposit accounts 31 March 2022:	£2,705	£2,239
	£0	£0
	(31/03/2024)	(01/04/2023)
Section B - Statement of Assets and Liabilities		
	£0	£0
	£0	£0
Cash Funds		
Bank current account	£2,705	£2,239
	£0	£0
Other Monetary Assets		
Tax reclaims dues	-	-
Recoverable grants and charitable loans due to the charit	-	-
Other debts (recoverable amounts) due to the charity	-	-
	£0	£0
Investment Assets		
Quoted securities	-	-
Property held for investment purpose	-	-
Investments in subsidiary / associated companies	-	-
Other investments	-	-
	£0	£0
Assets retained for the charity's own use		
Land and buildings occupied by the charity	-	-
Motor vehicles	-	-
Computers and other equipment	-	-
Furniture, fixtures and fittings	-	-
Other assets	-	-
	£0	£0
Liabilities		
<i>Immediately due</i>		
Unpaid taxes	-	-
Staffing costs	-	-
Supplier's accounts not yet paid	-	-
	£0	£0
<i>Payable sometime in the future, or contingent</i>		
Loan liabilities	-	-
Amounts payable on hire purchase / other leasing arran	-	-
Any other liabilities	-	-
	£0	£0

Receipts and Payments Accounts & Assets and Liabilities

Charity name: Insight Outreach
Charity number: 1178862
For the period from (start date): 4/1/2023
To (end date): 3/31/2024

	Unrestricted Funds	Restricted Funds	Endowment Funds
<u>Section A - Receipts and Payments Account</u>			
Receipts			
General donations, legacies and grants	£2,048	-	-
Donations from Insight Education	-	-	-
Fundraising events	-	-	-
Interest on deposit account	-	-	-
Referral Income	-	-	-
Fees for charitable services (e.g. delivering training, workshop)	-	-	-
Other receipts	£9	-	-
	£2,057	-	-
Asset and investment sales			
Receipts from sale of fixed assets	-	-	-
Receipts from sale of investments	-	-	-
Loan repayments received	-	-	-

Loans received from external funder	-	-	-
	-	-	-

Payments

Administrative and fundraising costs

Cost of fundraising events	-	-	-
Wages / salaries and national insurance	£240	-	-
It Cost	£243	-	-
Regulatory and admin Costs	£55	-	-
Grants and donations paid	-	-	-
Bank interest and charges	£0	-	-
<i>Costs of providing charitable services</i>			
Rent/hire of rooms	-	-	-
Repairs and maintenance	-	-	-
Student Reward and Prizes	-	-	-
Office supplies	-	-	-
Transportation fees	-	-	-
	£538	-	-

Asset and investment purchases

Purchase of fixed assets	-	-	-
Purchase of investments	-	-	-
Loans made	-	-	-
Loans repaid to an external funder	-	-	-
	-	-	-

Excess of Receipts over Payments

£1,519	-	-
---------------	---	---

Transfers and movements

Transfers between funds	-	-	-
	Err:502	£2,239	-
	Err:502	£2,705	-

Section B - Statement of Assets and Liabilities

Cash Funds

Bank current account	£2,705	-	-
----------------------	---------------	---	---

Other Monetary Assets

Tax reclaims dues	-	-	-
Recoverable grants and charitable loans due to the charity	-	-	-
Other debts (recoverable amounts) due to the charity	-	-	-
	-	-	-

Investment Assets

Quoted securities	-	-	-
Property held for investment purpose	-	-	-
Investments in subsidiary / associated companies	-	-	-
Other investments	-	-	-
	-	-	-

Assets retained for the charity's own use

Land and buildings occupied by the charity	-	-	-
Motor vehicles	-	-	-
Computers and other equipment	-	-	-
Furniture, fixtures and fittings	-	-	-
Other assets	-	-	-
	-	-	-

Liabilities*Immediately due*

Unpaid taxes	-	-	-
Staffing costs	-	-	-
Supplier's accounts not yet paid	-	-	-
	-	-	-

Payable sometime in the future, or contingent

Loan liabilities	-	-	-
Amounts payable on hire purchase / other leasing arrangements	-	-	-
Any other liabilities	-	-	-
	-	-	-

Total This Period	Total Last Period: 1st April 2021 - 31st March 2022
------------------------------	--

£2,048	£497
---------------	-------------

-	-
---	---

-	£2,034
---	---------------

-	-
---	---

-	£50
---	------------

-	-
---	---

£9	£9
-----------	-----------

£2,057	£2,590
---------------	---------------

-	-
---	---

-	-
---	---

-	-
---	---

-	-
-	-

-	£259
£240	-
£243	£173
£55	£331
-	-
-	-

-	£165
-	-
-	-
-	-
-	-
£538	£928

-	-
-	-
-	-
-	-
-	-

£1,519 **£1,662**

-

-

£2,239

£577

£2,705

£2,239

**Total at
End of Period
(31/03/2024)**

**Total at
Start of Period
(01/04/2023)**

£2,705

£2,239

-

-

-

-

-

-

-

-

-

-

-

-

-

-

-

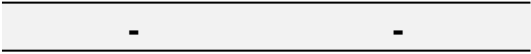
-

-

-

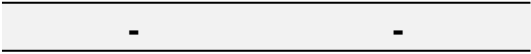
-
-
-
-
-
-

-
-
-
-
-
-



-
-
-
-

-
-
-
-



-
-
-
-

-
-
-
-



INSIGHT OUTREACH

England & Wales - Charity number 1178862

Accounts



Trustees' Annual Report

For the period

1 April 2021 to 31 March 2022

Section A – Reference and administration details

1. **Charity name:** Insight Outreach
2. **Registered charity no** 1178862
3. **Principal address:** 69 Grosvenor Avenue, London
4. **Postcode:** N5 2NN
5. **Names of the charity trustees who manage the charity:**

	Trustee Name	Office (if any)	Dates acted (if not for whole year)	Names of person (or body) entitled to appoint trustee (if any)
1	Joyce Connell-Connell	Chair		IO Trustees: <ul style="list-style-type: none"> ● Joyce Connell ● Nik Cerutti ● Barney Holleran ● Amol Chalisgaonkar
2	Nik Cerutti	Vice-Chair		
3	Barney Holleran	Treasurer		
	Amol Chalisgaonkar	Legal Compliance		
4	Dionne Baron	Fundraising	From September 2021	
5.	Tim Adelani	Trustee	From September 2021	

Note: New Trustees Rob Purdew, Simon McMaster and Akshar Abhyankar were appointed as new Trustees in July, August and December 2022.

Section B – Structure, governance and management

6. Description of the charity's trusts:

Insight Outreach is a Charitable Incorporated Organisation (Foundation Model)

7. Type of governing document (e.g. trust deed, constitution):

The charity is governed by a constitution

8. How the charity is constituted (e.g. trust, association, company):

Insight Outreach is constituted as a Charitable Incorporated Organisation - Foundation

9. Trustee selection methods (e.g. appointed by, elected by):

New Trustees may be recruited to the Board at any time by the Trustees. In selecting individuals for appointment as Trustees, the Trustees must have regard to the skills, knowledge and experience needed for the effective administration of Insight Outreach.

10. Additional governance issues (optional information):

10.1 Relationships with partners

Since inception as an approved charity, Insight Outreach (IO) has benefitted from an arm's length partnership with Insight Education (IE) Limited, a company focusing on disseminating the benefits of academic mentoring in the education sector. The Managing Director of IE is also the Co-founding Trustee of IO and continues to donate IE's processes, systems and academic Oxbridge Mentoring syllabus and materials to IO to enable the charity to run the Oxbridge Mentoring Scheme on a wide scale for free for students that attend UK state schools.

Taking forward the tripartite partnership between IO, IE and new partner Insight Academy (IA), the charity has benefited from donations as a result of IA delivering career and team-building workshops at Sir Henry Floyd School in July and August 2021. This opportunity came as a result of the school recognising the name of their former students, also a former OMS student, who sent out an email promoting the fundraising efforts of Insight Academy.

10.2 Wider network

During this reporting year, Insight Outreach continued its partnership with Amos Bursary who were invited to promote application to IO's Oxbridge Mentoring Scheme among its beneficiaries – African-Caribbean boys and girls, a key target audience for the Oxbridge Mentoring Scheme.

Insight Outreach continued its membership with the Fair Education Alliance, a coalition of 250 organisations which aims to tackle inequality in the education system. Trustees attended its 2021 October Annual Summit and Akshar Abhyankar continued his advisory duties as a

member of the FEA's Youth Strategy Group and as a Youth Judge to select candidates for the FEA Youth Steering Group.

Through Insight Outreach's links via its Co-founder Nik Cerutti, The Elephant Group promoted application to OMS among its state school partners. Members of Insight Outreach also featured in The Elephant Group's careers talks in July 2021.

For the first time, Insight Outreach held its annual IO Interview Workshop at the offices of central London offices of Hogan Lovells Law Firm. The physical location allowed Trustees, Board members and volunteers to meet in person to run the online workshop for over 100 OMS students who registered. It was a successful day with positive feedback from OMS beneficiaries.

10.3 Policies & Procedures

To guide operations, Insight Outreach had the following in place for the period covering this annual return:

- Scoring mechanism for applicants to rank and identify students for OMS places.
- Conflict of Interest Form
- Conflict of Interest Register
- Website Terms and Conditions
- Safeguarding Children Policy
- Privacy Policy
- DBS Application Procedure
- Online Mentor Application Form
- Online Student Application Form
- Mentor OMS Booklet and mentoring schedule via a new online portal
- Student OMS Booklet, including frameworks and resources via a new online portal
- New OMS Self-Study Booklet and tsk schedule via the online portal

10.4 Induction of Trustees and New Board Members

Where needed, proposed new trustees and rationale for new board members are tabled as an agenda item for discussion at quarterly Board meetings or between board meetings, as needs of the charity dictate. Similarly voting is undertaken at Board meetings or out-of-committee. The normal practice is to appoint persons to the IO Board and then later as a Trustee, where a place becomes available.

After voting, the Co-founding Trustees run background checks on applicants and write a letter of invitation to join the Board. Once the new member accepts in writing, Insight Outreach provides background reading material on the charity and minutes of the last Board meeting. They are formally introduced and welcomed as a new member at the next Board meeting. Two new Trustees were appointed using this process.

Section C – Objectives and activities

11 Summary of the objects of the charity set out in its governing document:

The purpose of Insight Outreach is the advancement of education and life chances of young people, particularly sixth form students who are socially and economically disadvantaged and/or from ethnic minority backgrounds, by:

- (a) Providing mentoring advice and educational support and activities to extend learning beyond the school syllabus
- (b) Encouraging study of courses at higher education, particularly at Oxford and Cambridge universities
- (c) Encouraging development of individual capabilities, competences, skills and understanding to cope with university life and studies and find employment

12 Summary of the main activities undertaken for the public benefit in relation to these objects:

In pursuing the objects of Insight Outreach, the trustees have undertaken the following activities for the public benefit of students:

- (a) Wide use of the OMS syllabus based on mentoring and motivational learning to facilitate educational attainment and personal development;
- (b) Materials, guidance and learning frameworks made widely available through email distribution;
- (c) Provision of online education via a dedicated teaching platform to run classes across multiple subjects;
- (d) Lessons, seminars, conferences, lectures and cultural experiences to increase educational engagement and help achieve educational goals; and
- (e) Work experience opportunities to develop leadership, entrepreneurial and problem-solving skills, build a CV and improve future employment prospects.
- (f) Creation of a UK-wide network of IO Ambassadors to build networks at schools and universities.
- (g) Offering Social Impact or other Internships (through its partners) for former OMS students to further develop their employability skills.

Specifically relating to accessing Oxford and Cambridge universities, Insight Outreach also carried out the following activities to help students make informed decisions and familiarise them with the admissions process:

- (a) Oxbridge-style mock interviews with comprehensive feedback
- (b) Teaching and practice of mnemonics to help students hone essay-writing and problem-solving
- (c) Recommendations on wider reading based on first year of chosen Oxbridge course
- (d) Brainstorming and advice to produce a top calibre UCAS personal statement
- (e) Online Oxbridge-style tutorials to hone critical thinking and problem-solving and practice skills required by entrance tests and academic interviews
- (f) Insight into courses and colleges from Oxford and Cambridge students and graduates

13 Additional details of objectives and activities (optional information):

13.1 Vision, Mission and Values

Insight Outreach has publicly articulated what the charity stands for in a statement of our vision, mission and values.

Our Vision is of a thriving, equal society where every bright young mind has the skills, confidence and opportunity to aspire to and achieve their higher education goals, opening the doors to a future that reflects their talent, not their background.

Our Mission is to tackle underrepresentation at the UK's top universities so that students with talent and potential have the opportunity to secure a place, succeed and progress into their chosen career.

The Values, ideals and characteristics that IO embodies and instils in our volunteers, future leaders and change-makers are as follows:

1. Spark Ambition: dream without limits and exceed expectations.
2. Champion Student-led Learning: take ownership of academic and personal development.
3. Develop Critical Thinking: forge new ideas, alternative perspectives and creative solutions to complex problems.
4. Build Resilience and Confidence: overcome, reflect and grow in response to challenges.
5. Foster an Inclusive Community: build social capital based on trust and respect, where networks are harnessed for social good.

13.2 Target Audience

Insight Outreach's target audience are Year 12 students who attend school in England and Wales. We welcome in particular applicants from Black African-Caribbean households and from postcodes with low progression rates to university. Our website www.insightoutreach.org states our objectives are to:

- Increase the application and success rate of state school students to Oxbridge
- Increase the application and success rate of underrepresented groups to Oxbridge
- Increase the application and success rate of students from low socio-economic backgrounds to Oxbridge
- Increase the application and success rates to Oxbridge from students living in postcodes with low progression rates to university
- Bridge the independent study and creative thinking skills gap between school and university

13.3 Eligibility criteria for applying for IO's Oxbridge Mentoring Scheme

We have stated the following criteria on our website for students considering applying for OMS:

- Must be in Year 12 and attend a state school or college in England and Wales
- Have at least 7-9 GCSE grades (actual or predicted by an examining body during the Covid-19 pandemic)
- Studying relevant A level subjects for their intended future undergraduate degree

In addition, students must meet at least two of the following eligibility criteria:

- On free school meals, or in POLAR 1 or 2 quintiles or in IMD 1 or 2 areas
- From ethnic minority groups underrepresented at Oxford or Cambridge
- First generation of their immediate family to go to university
- Care leavers or care givers

13.4 Trustees' Commentary on Contribution made by Volunteers

During the period covered by this report (1 April 2020 to 31 March 2021), Insight Outreach benefitted from the participation of 68 volunteers:

- 45 OMS Mentors
- 2 persons volunteering their time as Child Protection Leads
- 9 IO Board members
- A mix of Trustees, Board members and previous OMS students contributed their time to scoring applicants for OMS 2022
- 2 Trustees volunteering their time in an operational capacity.
- 2 Trustees involved in reframing “our story” and “pitch deck” for 2 grant funding applications.
- 1 Board member volunteering their time to develop the new online portals on IO’s website to enable OMS 2022 to be automated.
- 3 existing Trustees contributed to recruitment campaign, interviewing, background checks and briefing 3 new Trustees to lead fundraising, operations, and partnerships.
- 4 Former OMS students who make up the Oxbridge and Cambridge Hubs made efforts to welcome new starter in the October 2021 by leaving a welcome note and sweet treat in college pigeon holes.

The involvement of IO volunteers as Mentors enabled the charity to provide academic mentoring services in OMS 2021 to 540 students (95 of which received places on the full OMS), working individually or in small groups with Mentors. IO feels lucky and is grateful for the dedication of all our volunteer mentors, Board members, public followers and partners.

Section D – Achievements and performance

14 Student Selection & Mentoring Process

The selection process was based on an objective scoring system developed by the Insight Outreach team. Students were selected based on their motivation for the OMS, apparent academic aptitude and the number of spaces we could offer students.

For the OMS 2021 cohort, not all students received one-to-one mentoring due to insufficient mentors, particularly in maths-based subjects and medicine. 95 were selected for the OMS and

had access for 10 sessions over the course of 10 months. The remainder were offered places on the Self-Study programme.

OMS students benefitted from Future Leaders sessions led by their peers between monthly mentoring sessions and were also encouraged to attend monthly webinars run by the central IO team and volunteer mentors. These webinars were then made accessible to OMS Self-Study students who were invited to view recordings on a set date and time, before a monthly check-in webinar run by the IO Operations volunteer where they could ask their questions generated from their own research on Oxbridge and university admissions.

15 Summary of the main achievements

15.1 Successes in university admissions

Here are key statistics in 2021 application cycle for the Oxbridge Mentoring Scheme (running March 2021 to December 2021):

- 540 students were accepted onto our 2021 programme (95 on the main OMS programme and a further 445 with access to IO's resources and monthly webinars on the Self-Study Programme.
- 174 students reported to have finished the programme, 54 on the main OMS and 120 on the Self-Study programme.
- 33 decided not to apply to Oxford or Cambridge
- Of the 141 students that applied to Oxford or Cambridge, 111 were invited to interviews, and 30 were rejected before interview
- Of the 111 invited to interviews, 55 students received offers and 56 were rejected.
- 39% overall applicant to offer success rate (55 of 141)
- For main OMS, overall applicant to offer success rate was 35% (16 of 46)
- For Self-Study, overall applicant to offer success rate was 41% (36 of 95)
- 50% Oxbridge interview success rate (i.e. of those who attended Oxbridge interviews) (55 of 111)

15.2 Development of partnerships

Through its Board member contacts, Insight Outreach secured a central London location which was offered by Hogan Lovells Law firm, from which we delivered our November IO Interview Workshop to over 100 students across the country. The event was a helpful a team-building exercise in getting members of the central team plus volunteers together, whilst also helping Hogan Lovells fulfil its Corporate Social Responsibility duties through offering employees a chance to assist with IO mock interviews.

Insight Outreach became a member organisation of the Fair Education Alliance (FEA) in the summer of 2021. One of our current trustees and then-IO Cambridge Hub president, Akshar Abhyankar, joined the FEA's Youth Strategy Group which was tasked with advising the FEA on designing a new strategy and theory of change.

16 Performance Review

Insight Outreach undertakes continuous improvements and has the following in place to help the charity keep its knowledge up-to-date and improve mentoring process and experience for Mentors and students:

- Mid-point checkpoint questionnaire (in August / September)
- Post-Oxbridge interview questionnaire (sent to OMS students in December)
- OMS Interview Results Questionnaire (January)
- Ad-hoc qualitative feedback from volunteer Mentors on their experience of supporting their student(s) through their OMS journey

17 Areas for improvement

Reflecting on results of collated feedback, and as part of continuous improvement, Trustees identified issues with OMS in its 2021 form, and generated solutions that were implemented for the OMS 2022 cycle.

Issue	Solution
1. Not all students remained engaged in the OMS process from start to finish	S1. Number of respondents completing the OMS questionnaire indicate a 34% OMS completion rate. Drastically reduce intake of OMS & Self-Study students (preferably to the most academically able for the latter)
2. Higher volumes of students requesting to swap subjects	S2. OMS Application form to ask students to indicate chosen subject as "firm" choice or "unsure". Limit "unsure" students and permit one change during OMS. For the time being, exclude mentoring for non-traditional subjects e.g. Architecture, Music, Fine Art; focus on mentoring well the more traditional subjects
3. Volume of queries from OMS students has been challenging for central team	S3. Train 2 volunteers from amongst OMS community to deal with mailbox queries on rotation.
4. Inconsistent provision: some volunteer Mentors assigned to students have not engaged in OMS or only partly delivered the OMS syllabus	S4. Volunteer mentors to become personal development mentors; pay 3 Lead Mentors & hold accountable to deliver each OMS strand to requirements.
5. Some Mentors do not wish to mentor in another subject other than their own	S5. Keep strand name Bioscience; change Humanities to "Essay-based" & Maths-based to "Problem-solving" so that Mentors think about <i>skillset</i> rather than <i>subject</i>
6. Length of time between submitting UCAS PS for review & receiving comments back	S6. More manageable with reduced volume and only for full OMS. Comprehensive first & final review & only when the PS is "ready"

Section E – Financial review

18 Financial Management

Management of IO's accounts was improved by a parent volunteer Jennifer Appiah who offered to use her new accountant qualification to manage IO accounts and prepare papers for the Board.

19 Brief statement of the charity's policy on reserves

Currently Insight Outreach does not have a policy on reserves.

20 Details of any funds materially in deficit

Insight Outreach does not prepare accounts on the accruals basis, or have any funds materially in deficit.

21 Principal source of funds

Since start up, Insight Outreach has received donations from trustees, parents and partners. This reporting period, IO has received disbursements through Smile Amazon and Give2Live platforms and through

22 Future strategy

Insight Outreach’s legal form (a 'Charitable Incorporated Organisation') enables the charity to create partnerships to generate income.


The intention is to turn Insight Outreach into a self-funding organisation by attracting corporate sponsorship and grant-funding, as well as through fundraising events The Trustees have agreed that moving forward, the ability to hire a part-time IO Operations Manager would greatly benefit the charity and allow for expansion and operational sustainability. Securing funding has continued to be a top priority for Insight Outreach whose model was based entirely on volunteers to operate.

Currently, Insight Outreach has no investable funds, and as such has not yet adopted any specific investment policy.

Section F – Declaration

The trustees declare that they have approved the trustees’ report above.

Signed on behalf of the charity’s trustees

Signature(s)	
Full name(s)	Simon McMaster
Position (eg Secretary, Chair)	Trustee & Legal Compliance
Date (DD/MM/YY)	Monday 30th January 2023

Guide for updating the accounts - BEFORE MAKING ANY CHANGES, ALWAYS SAVE AS A NEW VERSION OF EXCEL!

Step 1 When updating the accounts for a new tax year, the first thing that you should do is create a new column between Column F and Column G at the end of the "Receipts and Payments Accounts" tab. Then, copy and paste the existing "Total for Last Period" column, Column F, into the newly created column, making sure to add in the date for the period it covered (e.g. from 01/04/2019 to 03/31/2020). This is to be kept for historical reference. Then, EXCEPT FOR ROW 12 and ROW 62, hard paste the existing Column E into Column F.

Step 2 Then, please update the following when you want to calculate for a new tax year.

Current Period From 4/1/2021 To 3/31/2022
Last Period From 4/1/2020 To 3/31/2021

This will feed through into the rest of the accounts!

Please update the 'IO Accounts' tab by copy and pasting the latest Metro Bank statement and allocating an accounting category from the dropdown list in 'Column I'.

Then, both the full and simplified "Receipts and Payments Accounts" tabs should automatically update!

Red Tabs contain historical information

counts" tab.

9 to 31/03/2020)

Date	Reference	Transaction Type	Money In	Money Out	Balance	Receipt Ref	Period
					£576.72	A	NA
6-Apr-21	ZOOM.US 888-799-9666	Zoom monthly fee		14.39	£ 562.33	B	Current
13-Apr-21	Jodie Armitage IO Funding App	Financial Regulator		50	£ 512.33	C	Current
13-Apr-21	Joyce Connell IO Funding App	Donation	12.5		£ 524.83	D	Current
23-Apr-21	A Chalisgaonkar NO REF	Donation	12.5		£ 537.33		1 Current
27-Apr-21	981985-CAFGYE41000784551-&--&-GYE41000784551	Donation	9.6		£ 546.93		2 Current
30-Apr-21	821984-CHARITIES TRUST-&--&-CP8068	Donation	10		£ 556.93		3 Current
5-May-21	ZOOM.US 888-799-9666	Zoom monthly fee		14.39	£ 542.54		4 Current
24-May-21	447845-AMAZON EUROPE CORE-&--&-7538739795745357	Donation	9.06		£ 551.60		5 Current
27-May-21	981985-CAFGYE41000784551-&--&-GYE41000784551	Donation	9.6		£ 561.20		6 Current
28-May-21	821984-CHARITIES TRUST-&--&-CP8068	Donation	10		£ 571.20		7 Current
7-Jun-21	ZOOM.US 888-799-9666	Zoom monthly fee		14.39	£ 556.81	E	Current
25-Jun-21	GIVING.COM / JUSTG	Donation		18	£ 538.81		8 Current
25-Jun-21	981985-CAFGYE41000784551-&--&-GYE41000784551	Donation	9.6		£ 548.41		9 Current
6-Jul-21	ZOOM.US 888-799-9666	Zoom monthly fee		14.39	£ 534.02		10 Current
8-Jul-21	INSIGHT EDUCATION MENT/TUTOR REFERRAL	Referral Income	25		£ 559.02		11 Current
13-Jul-21	DISCLOSURE SERVICES	DBS Fee		28.8	£ 530.22	F	Current
22-Jul-21	INSIGHT EDUCATION DONATION TUTOR WG	Donations from Insight Education	25		£ 555.22	G	Current
26-Jul-21	GIVING.COM / JUSTG	Donation		£18.00	£ 537.22		12 Current
27-Jul-21	981985-CAFGYE41000784551-&--&-GYE41000784551	Donation	£9.60		£ 546.82	H	Current
30-Jul-21	821984-CHARITIES TRUST-&--&-CP8068	Donation	£10.00		£ 556.82	I	Current
3-Aug-21	Amol Chalisgaonkar funding regulator	Financial Regulator		£50.00	£ 506.82		13 Current
5-Aug-21	ZOOM.US 888-799-9666	Zoom monthly fee		£14.39	£ 492.43		14 Current
6-Aug-21	James Miller IO social event	Cost of fundraising events		£114.85	£ 377.58		15 Current
6-Aug-21	Disclosure Services DBS A21112	Financial Regulator		£105.60	£ 271.98		16 Current
25-Aug-21	GIVING.COM / JUSTG	Donation		£18.00	£ 253.98		17 Current
26-Aug-21	981985-CAFGYE41000784551-&--&-GYE41000784551	Donation	£9.60		£ 263.58	J	Current
7-Sep-21	ZOOM.US 888-799-9666	Zoom monthly fee		£14.39	£ 249.19		18 Current
27-Sep-21	981985-CAFGYE41000784551-&--&-GYE41000784551	Donation	£9.60		£ 258.79	K	Current
27-Sep-21	GIVING.COM / JUSTG	Donation		£18.00	£ 240.79		19 Current
30-Sep-21	821984-CHARITIES TRUST-&--&-CP8068	Donation	£10.00		£ 250.79	L	Current
5-Oct-21	ZOOM.US 888-799-9666	Zoom monthly fee		£14.39	£ 236.40		20 Current
15-Oct-21	INSIGHT ACADEMY LT IADONATION/061021	Donations from Insight Academy	£2,034.11		£ 2,270.51	M	Current
25-Oct-21	GIVING.COM / JUSTG	Donation		£18.00	£ 2,252.51		21 Current

Transaction Type (Acct)
General donations, legacies and grants
It Cost
Regulatory and admin Costs
General donations, legacies and grants
General donations, legacies and grants
General donations, legacies and grants
General donations, legacies and grants
It Cost
Other receipts
General donations, legacies and grants
General donations, legacies and grants
It Cost
Cost of fundraising events
General donations, legacies and grants
It Cost
Referral Income
Regulatory and admin Costs
Referral Income
Cost of fundraising events
General donations, legacies and grants
General donations, legacies and grants
Regulatory and admin Costs
It Cost
Cost of fundraising events
Regulatory and admin Costs
Cost of fundraising events
General donations, legacies and grants
It Cost
General donations, legacies and grants
Cost of fundraising events
General donations, legacies and grants
It Cost
Donations from Insight Academy
Cost of fundraising events

Totals for Current Period: 01/04/2021 to 31/03/2022

Total Income	£2,590
Total Expenditure	£928

Section A - Receipts and Payments Account

Receipts	
General donations, legacies and grants	£497
Donations from Insight Education	£0
Donations from Insight Academy	£2,034
Interest on deposit account	£0
Referral Income	£50
Fees for charitable services (e.g. delivering training, workshops)	£0
Other receipts	£9

<i>Asset and investment sales</i>	
Receipts from sale of fixed assets	£0
Receipts from sale of investments	£0
Loan repayments received	£0
Loans received from external funder	£0
TOTAL	£2,590

Payments	
<i>Administrative and fundraising costs</i>	
Cost of fundraising events	£259
Wages / salaries and national insurance	£0
It Cost	£173
Regulatory and admin Costs	£331

Grants and donations paid	£0
---------------------------	-----------

Transaction Types
Donation (non-IE) (in)
IE Donation (in)
Venure Hire
Staffing
Travel Reimbursement
DBS Fee
Reward & Recognition
ICO Compliance
Totals

General donations, legacies and grants
It Cost
General donations, legacies and grants
Regulatory and admin Costs
General donations, legacies and grants
It Cost
General donations, legacies and grants
Regulatory and admin Costs
Regulatory and admin Costs
Cost of fundraising events
It Cost
Cost of fundraising events
General donations, legacies and grants
General donations, legacies and grants
It Cost
Cost of fundraising events
General donations, legacies and grants
General donations, legacies and grants
Regulatory and admin Costs
It Cost
Rent/hire of rooms
General donations, legacies and grants
General donations, legacies and grants

Bank interest and charges	£0
	£0
<i>Costs of providing charitable services</i>	
Rent/hire of rooms	£165
Repairs and maintenance	£0
Student Reward and Prizes	£0
Office supplies	£0
Transportation fees	£0
<i>Asset and investment purchases</i>	
Purchase of investments	£0
Loans made	£0
Loans repaid to an external funder	£0
TOTAL	£928
Excess of Receipts over Payments	£1,662
Account balance at start of Period	£577
Account balance at end of Period	£2,239
Does it balance?	Yes

Receipts and Payments Accounts & Statement of Assets and Liabilities

Charity name: Insight Outreach
Charity number: 1178862
For the period from (start date): 4/1/2021
To (end date): 3/31/2022

Amount This Period Amount Last Period

Section A - Receipts and Payments Account

Receipts

General donations, legacies and grants	£497	£750
Donations from Insight Education	-	£657
Donations from Insight Academy	£2,034	-
Interest on deposit account	-	-
Referral Income	£50	-
Fees for charitable services (e.g. delivering training, workshops etc)	-	-
Other receipts	£9	-
	£2,590	£1,407

Asset and investment sales

Receipts from sale of fixed assets	-	-
Receipts from sale of investments	-	-
Loan repayments received	-	-
Loans received from external funder	-	-
	-	-

Payments

Administrative and fundraising costs

Cost of fundraising events	£259	-
Wages / salaries and national insurance	-	£1,015
It Cost	£173	-
Regulatory and admin Costs	£331	£102
Grants and donations paid	-	-
Bank interest and charges	-	-
<i>Costs of providing charitable services:</i>		£0
Rent/hire of rooms	£165	-
Repairs and maintenance	-	-
Student Reward and Prizes	-	-
Office supplies	-	-
Transportation fees	-	£77
	£928	£1,194

Asset and investment purchases

Purchase of fixed assets	-	-
Purchase of investments	-	-
Loans made	-	-
Loans repaid to an external funder	-	-
	-	-

Excess of Receipts over Payments

£1,662 **£213**

Transfers and movements

Transfers between funds - -

Bank current and deposit accounts 1st April 2021: **£577**

Bank current and deposit accounts 05 January 2022: **£2,239**

Total at **Total at**

Section B - Statement of Assets and Liabilities

Cash Funds

Bank current account	£2,239	£633
----------------------	--------	------

Other Monetary Assets

Tax reclaims dues	-	-
Recoverable grants and charitable loans due to the charity	-	-
Other debts (recoverable amounts) due to the charity	-	-
	-	-

Investment Assets

Quoted securities	-	-
Property held for investment purpose	-	-
Investments in subsidiary / associated companies	-	-
Other investments	-	-
	-	-

Assets retained for the charity's own use

Land and buildings occupied by the charity	-	-
Motor vehicles	-	-
Computers and other equipment	-	-
Furniture, fixtures and fittings	-	-
Other assets	-	-
	-	-

Liabilities*Immediately due*

Unpaid taxes	-	-
Staffing costs	-	-
Supplier's accounts not yet paid	-	-
	-	-

Payable sometime in the future, or contingent

Loan liabilities

- -

Amounts payable on hire purchase / other leasing arrangements

- -

Any other liabilities

- -

- -

Receipts and Payments Accounts & Assets and Liabilities

Charity name: Insight Outreach
 Charity number: 1178862
 For the period from (start date): 4/1/2021
 To (end date): 3/31/2022

	Unrestricted Funds	Restricted Funds	Endowment Funds	Total This Period	Total Last Period: 1st April 2020 - 31st March 2021
<u>Section A - Receipts and Payments Account</u>					
Receipts					
General donations, legacies and grants	£497	-	-	£497	£750
Donations from Insight Education	-	-	-	-	£657
Fundraising events	£2,034	-	-	£2,034	-
Interest on deposit account	-	-	-	-	-
Referral Income	£50	-	-	£50	-
Fees for charitable services (e.g. delivering training, workshops etc)	-	-	-	-	-
Other receipts	£9	-	-	£9	-
	£2,590	-	-	£2,590	£1,407
Asset and investment sales					
Receipts from sale of fixed assets	-	-	-	-	-
Receipts from sale of investments	-	-	-	-	-
Loan repayments received	-	-	-	-	-
Loans received from external funder	-	-	-	-	-

-	-	-	-	-
---	---	---	---	---

Payments

Administrative and fundraising costs

Cost of fundraising events	£259	-	-	£259	-
Wages / salaries and national insurance	-	-	-	-	£1,015
It Cost	£173	-	-	£173	-
Regulatory and admin Costs	£331	-	-	£331	£102
Grants and donations paid	-	-	-	-	-
Bank interest and charges	£0	-	-	-	-
<i>Costs of providing charitable services</i>					£0
Rent/hire of rooms	£165	-	-	£165	-
Repairs and maintenance	-	-	-	-	-
Student Reward and Prizes	-	-	-	-	-
Office supplies	-	-	-	-	-
Transportation fees	-	-	-	-	£77
	£928	-	-	£928	£1,194

Asset and investment purchases

Purchase of fixed assets	£0	-	-	-	-
Purchase of investments	-	-	-	-	-
Loans made	-	-	-	-	-
Loans repaid to an external funder	-	-	-	-	-
	-	-	-	-	-

Excess of Receipts over Payments

£1,662	-	-	£1,662	£420
---------------	---	---	---------------	-------------

Transfers and movements

Transfers between funds	-	-	-	-	-
Bank current and deposit accounts Thursday, April 01, 2021:	£577	-	-	£577	
Bank current and deposit accounts Thursday, March 31, 2022:	£2,239	-	-	£2,239	
				Total at End of Period (31/03/2022)	Total at Start of Period (01/04/2021)

Section B - Statement of Assets and Liabilities**Cash Funds**

Bank current account	£2,239	-	-	£2,239	£633
----------------------	---------------	---	---	---------------	-------------

Other Monetary Assets

Tax reclaims dues	-	-	-	-	-
Recoverable grants and charitable loans due to the charity	-	-	-	-	-
Other debts (recoverable amounts) due to the charity	-	-	-	-	-
	-	-	-	-	-

Investment Assets

Quoted securities	-	-	-	-	-
Property held for investment purpose	-	-	-	-	-
Investments in subsidiary / associated companies	-	-	-	-	-
Other investments	-	-	-	-	-
	-	-	-	-	-

Assets retained for the charity's own use

Land and buildings occupied by the charity	-	-	-	-	-
Motor vehicles	-	-	-	-	-
Computers and other equipment	-	-	-	-	-
Furniture, fixtures and fittings	-	-	-	-	-
Other assets	-	-	-	-	-
	-	-	-	-	-

Liabilities

Immediately due

Unpaid taxes	-	-	-	-	-
Staffing costs	-	-	-	-	-
Supplier's accounts not yet paid	-	-	-	-	-
	-	-	-	-	-

Payable sometime in the future, or contingent

Loan liabilities	-	-	-	-	-
Amounts payable on hire purchase / other leasing arrangements	-	-	-	-	-
Any other liabilities	-	-	-	-	-
	-	-	-	-	-

INSIGHT OUTREACH

England & Wales - Charity number 1178862

Accounts



Trustees' Annual Report

***For the period
1 April 2020 to 31 March 2021***

Section A – Reference and administration details

1. **Charity name:** Insight Outreach
2. **Registered charity no** 1178862
3. **Principal address:** Church House, Church Street, Hadlow, Tonbridge, Kent
4. **Postcode:** TN11 0DB
5. **Names of the charity trustees who manage the charity:**

	Trustee Name	Office (if any)	Dates acted (if not for whole year)	Names of person (or body) entitled to appoint trustee (if any)
1	Joyce Connell-Connell	Chair		IO Trustees: <ul style="list-style-type: none"> ● Joyce Connell ● Nik Cerutti ● Barney Holleran ● Amol Chalisgaonkar
2	Nik Cerutti	Vice-Chair		
3	Barney Holleran	Treasurer		
4	Amol Chalisgaonkar	Secretary		

Note: New Trustees Dionne Baron and Tim Adelani were appointed as new Trustees in September 2021.

Section B – Structure, governance and management

6. Description of the charity's trusts:

Insight Outreach is a Charitable Incorporated Organisation (Foundation Model)

7. Type of governing document (e.g. trust deed, constitution):

The charity is governed by a constitution

8. How the charity is constituted (e.g. trust, association, company):

Insight Outreach is constituted as a Charitable Incorporated Organisation - Foundation

9. Trustee selection methods (e.g. appointed by, elected by):

New Trustees may be recruited to the Board at any time by the Trustees. In selecting individuals for appointment as Trustees, the Trustees must have regard to the skills, knowledge and experience needed for the effective administration of Insight Outreach.

10. Additional governance issues (optional information):

10.1 *Relationship with partner and sponsor company Insight Education*

Since inception as an approved charity, Insight Outreach (IO) has benefitted from an arm's length partnership with Insight Education (IE) Limited, a private company focusing on disseminating the benefits of academic mentoring in the education sector. The Managing Director of IE is also the Co-founding Trustee of IO and continues to donate IE's processes, systems and academic Oxbridge Mentoring syllabus and materials to IO to enable the charity to run the Oxbridge Mentoring Scheme on a wide scale for students that attend UK state schools.

Throughout this reporting period, IO and IE signed a new partnership agreement on 15 July 2021, intended to allow IO and IE to be legally and commercially separate and operate as arm's length partners, akin to IO's partnerships with other organisations.

10.2 *Wider network*

For the duration of the current annual reporting period, Insight Outreach continued its partnership with Amos Bursary, helping to raise awareness of IO's programme and attract student applicants and beneficiaries from among students from Black African-Caribbean backgrounds – a key target audience for the Oxbridge Mentoring Scheme.

IO also became a member of the Fair Education Alliance (FEA), a coalition of 250 organisations which aims to tackle inequality in the education system. There was representation amongst IO Board members at their November 2020 Annual Summit and the Founder of IO Cambridge Hub also became a member and judge on FEA's Youth Panel.

This reporting period also saw an introductory meeting between IO and Universify who (amongst other activities) run summer programmes for state school students. IO also had an introductory meeting with CEO of Causeway Education who have created a personal statement drafting

application called OSCAR, free for use for state school students. The potential for collaboration with both Universify and Causeway Education has yet to be explored further. (See section 15.2 below).

To help raise awareness of its work, Insight Outreach's Board Member and lead for OMS Operations led a few online presentations at state schools (Greenford High School, Durham East Sixth Form Centre, and Sir John Leman High School). One of IO's co-founders also featured as guest speaker in a webinar series called Careers Beyond the Ordinary run by Edu-Venture. The Founders of Insight Outreach Oxford and Cambridge Hubs also collaborated with UniPear to feature in a webinar with other organisations to advise sixth form students on how to choose their courses and universities.

10.3 Policies & Procedures

To guide operations, Insight Outreach had the following in place for the period covering this annual return:

- Conflict of Interest Form
- Conflict of Interest Register
- Website Terms and Conditions
- Safeguarding Children Policy
- DBS Application Procedure
- Online Mentor Application Form
- Online Student Application Form
- Mentor Training Booklet and online training videos
- Student OMS Booklet, including teaching frameworks and resources
- Scoring mechanism for applicant personal statements to rank and identify students for OMS places.

10.4 Induction of Trustees and New Board Members

Where needed, proposed new trustees and rationale for new board members are tabled as an agenda item for discussion at quarterly Board meetings or between board meetings, as needs of the charity dictate. Similarly voting is undertaken at Board meetings or out-of-committee. The normal practice is to appoint persons to the IO Board and then later as a Trustee, where a place becomes available.

After voting, the Co-founding Trustees write an invitation letter to join the Board. Once the new member accepts in writing, Insight Outreach provides background reading material on the charity and minutes of the last Board meeting. They are formally introduced and welcomed as a new member at the next Board meeting.

Section C – Objectives and activities

11 Summary of the objects of the charity set out in its governing document:

The purpose of Insight Outreach is the advancement of education and life chances of young people, particularly sixth form students who are socially and economically disadvantaged and/or from ethnic minority backgrounds, by:

- (a) Providing mentoring advice and educational support and activities to extend learning beyond the school syllabus
- (b) Encouraging study of courses at higher education, particularly at Oxford and Cambridge universities
- (c) Encouraging development of individual capabilities, competences, skills and understanding to cope with university life and studies and find employment

12 Summary of the main activities undertaken for the public benefit in relation to these objects:

In pursuing the objects of Insight Outreach, the trustees have undertaken the following activities for the public benefit of students:

- (a) Wide use of the OMS syllabus based on mentoring and motivational learning to facilitate educational attainment and personal development;
- (b) Materials, guidance and learning frameworks made widely available through email distribution;
- (c) Provision of online education via a dedicated teaching platform to run classes across multiple subjects;
- (d) Lessons, seminars, conferences, lectures and cultural experiences to increase educational engagement and help achieve educational goals; and
- (e) Work experience opportunities to develop leadership, entrepreneurial and problem-solving skills, build a CV and improve future employment prospects.
- (f) Creation of a UK-wide network of IO Ambassadors to build networks at schools and universities.
- (g) Offering Social Impact Internships for OMS students to further develop their employability skills.

Specifically relating to accessing Oxford and Cambridge universities, Insight Outreach also carried out the following activities to help students make informed decisions and familiarise them with the admissions process:

- (a) Oxbridge-style mock interviews with comprehensive feedback
- (b) Teaching and practice of mnemonics to help students hone essay-writing and problem-solving
- (c) Recommendations on wider reading based on first year of chosen Oxbridge course
- (d) Brainstorming and advice to produce a top calibre UCAS personal statement
- (e) Online Oxbridge-style tutorials to hone critical thinking and problem-solving and practice skills required by entrance tests and academic interviews
- (f) Insight into courses and colleges from Oxford and Cambridge students and graduates

13 Additional details of objectives and activities (optional information):

13.1 *Vision, Mission and Values*

Insight Outreach has publicly articulated what the charity stands for in a statement of our vision, mission and values.

Our Vision is of a thriving, equal society where every bright young mind has the skills, confidence and opportunity to aspire to and achieve their higher education goals, opening the doors to a future that reflects their talent, not their background.

Our Mission is to tackle underrepresentation at the UK's top universities so that students with talent and potential have the opportunity to secure a place, succeed and progress into their chosen career.

The Values, ideals and characteristics that IO embodies and instils in our volunteers, future leaders and change-makers are as follows:

1. Spark Ambition: dream without limits and exceed expectations.
2. Champion Student-led Learning: take ownership of academic and personal development.
3. Develop Critical Thinking: forge new ideas, alternative perspectives and creative solutions to complex problems.
4. Build Resilience and Confidence: overcome, reflect and grow in response to challenges.
5. Foster an Inclusive Community: build social capital based on trust and respect, where networks are harnessed for social good.

13.2 *Target Audience*

Insight Outreach's target audience are Year 12 students who attend school in England and Wales. We welcome in particular applicants from Black African-Caribbean households and from postcodes with low progression rates to university. Our website www.insightoutreach.org states our objectives are to:

- Increase the application and success rate of state school students to Oxbridge
- Increase the application and success rate of underrepresented groups to Oxbridge
- Increase the application and success rate of students from low socio-economic backgrounds to Oxbridge
- Increase the application and success rates to Oxbridge from students living in postcodes with low progression rates to university
- Bridge the independent study and creative thinking skills gap between school and university

13.3 *Eligibility criteria for applying for IO's Oxbridge Mentoring Scheme*

We have stated the following criteria on our website for students considering applying for OMS:

- Must be in Year 12 and attend a state school or college in England and Wales
- Have at least 7-9 GCSE grades (actual or predicted by an examining body during the Covid-19 pandemic)

- Be studying relevant A level subjects for their intended future undergraduate degree

In addition, students must meet at least two of the following eligibility criteria:

- On free school meals, or in POLAR 1 or 2 quintiles or in IMD 1 or 2 areas
- From ethnic minority groups underrepresented at Oxford or Cambridge
- First generation of their immediate family to go to university
- Care leavers or care givers

13.4 Trustees' Commentary on Contribution made by Volunteers

During the period covered by this report (1 April 2020 to 31 March 2021), Insight Outreach benefitted from the participation of 56 volunteers:

- 24 OMS Mentors
- 2 persons volunteering their time as Child Protection Leads
- 8 IO Board members and 1 previous OMS Student who met in person to score the personal statement and videos of 220 applicants for OMS 2020.
- 1 Board member volunteering their time to develop the new online portals on IO's website.
- 1 Board member volunteering their time in an operational capacity.
- 2 volunteers who reviewed the draft personal statements of students on OMS 2020.
- 8 Social Impact Interns, 2 Board member line-managers, 8 personal development mentors.

The involvement of IO volunteers enabled the charity to provide academic mentoring services in OMS 2020 to 85 students, working individually or in small groups with Mentors. IO feels lucky and is grateful for the dedication of all our volunteer mentors, Board members, public followers and partners.

Section D – Achievements and performance

14 Student Selection & Mentoring Process

The selection process was based on an objective scoring system developed by the Insight Outreach team. Students were selected based on their motivation for the OMS, apparent academic aptitude and the number of spaces we could offer students to work with volunteer mentors.

For the OMS 2020 cohort, not all students received one-to-one mentoring due to insufficient mentors, particularly in maths-based subjects and medicine. However, everyone selected received monthly access to a mentor, even if it meant receiving group-based online mentoring. In this sense, everyone managed to receive the same minimum number of online mentoring from start to finish. Students were also encouraged to lead Future Leaders Sessions (FLS) with their peers between monthly mentoring sessions. New this year was the Self-Study programme provided those who were unsuccessful in reaching the OMS with the resources to explore the Oxbridge application and university process.

15 Summary of the main achievements

15.1 Successes in university admissions

Here are key statistics in 2020 application cycle for the Oxbridge Mentoring Scheme (running March 2020 to January 2021):

- 160 students were supported by OMS 2020, 80 on the Main Programme and a further 80 with access to IO's resources on the Self-Study Programme.
- 85 students finished the OMS; 75 on the Main Programme and 10 on the Self-Study Programme.
- 40 students applied to Cambridge, and 45 to Oxford.
- 65 were invited to interviews, and 20 were rejected before interview.
- 30 OMS students received offers, and 35 were rejected after interviews.
- 35% overall OMS applicant to offer success rate (30 of 85)
- 46% Oxbridge interview success rate (i.e. of those who attended Oxbridge interviews) (30 of 65)
- Based on questionnaire respondents, all 85 OMS students secured offers at Russell Group universities.

15.2 Development of partnerships

The Outreach Hubs based at Oxbridge have been spearheading new partnerships and joint events, one of which involved a 5-way Oxford Outreach collaboration on Monday 22 March 2021 with over 500 participants.

There were initial conversations with Causeway Education, Universify, EasyA and an Engineering STEM company. FEA membership has resulted in companies approaching us now to find out more about Insight Outreach.

The Board may wish to consider appointing a partnership lead as a new board position, whose role would be to drive forward these opportunities and seek out more of a similar nature. There are pleasing collaboration opportunities available, but as the organisations approaching us all have full time teams of staff, we do not currently have sufficient resources to drive them forward in as meaningful a way as they are able to do.

Logically, the priorities for partnership are with Causeway Education and Universify. Causeway Education have a fantastic personal statement platform called OSCAR (developed with thanks to funding from Allen & Overy, as well as the Sutton Trust) that would benefit OMS students. Furthermore, Causeway Education has really signed a formal partnership agreement with the Sutton Trust so it would be beneficial for IO to explore partnership to raise awareness of our charity with key players in the social mobility space. Universify's links to 7 partner Oxbridge colleges also present summer camp opportunities and options for mentor joint training and recruitment (especially for target subjects like Chemistry and Biochemistry where most access charities have a shortage of mentors this year)

The Board should remain aware of the challenges posed for Self-Study student retention against competition from larger players such as Zero Gravity and The Sutton Trust, where all students get a mentor or an in-person experience. Decreases in self-study attendance numbers at webinars seem to match when these schemes have opened this summer, although there could be other contributing factors at play here.

16 Performance Review

Insight Outreach undertakes continuous improvements and has the following in place to help the charity keep its knowledge up-to-date and improve mentoring process and experience for Mentors and students:

- September checkpoint questionnaire
- Post-Oxbridge interview questionnaire (sent to OMS students in December)
- OMS Interview Results Questionnaire (January)

Presented findings on the 2020 OMS cycle is Annexed and analyses the success of the OMS 2020 cohort and makes proposals to Insight Outreach to achieve deeper social impact for future OMS cycles. Section 17 below includes changes that will be implemented and reported on in the next Trustees' Annual Report.

17 Areas for improvement

The IO Board have agreed that that the following areas need to be implemented as a matter of priority:

- (i) Increasing the number of full OMS places and OMS Self-Study places and to expand the impact to students who are representative of our target audiences and with scores that indicate most potential for Oxbridge success, with help from our Oxbridge Mentoring Scheme.
- (ii) Ensuring that applicants extend beyond schools in the home counties. Outreach work with schools and also local youth organisations in POLAR and ACORN regions, particularly in Northern England, Wales and South West.
- (iii) Collaborating with partner charities and organisations that have similar goals to run joint-events and even consider submitting joint-funding applications and building partnerships with potential sponsor companies.
- (iv) Maintaining engagement among Mentors and Students to complete OMS. As part of this, reaching out to beneficiaries of OMS 2020 who are now studying at Oxbridge to invite them on board as Mentors.
- (v) Addressing the disproportional balance of volunteer Mentors from Cambridge through recruiting more Oxford graduates as Mentors.
- (vi) Finding solutions to Insight Outreach emails being spammed and therefore Mentors and Students prevented from receiving monthly advice or access to OMS syllabus materials.
- (vii) Raising public awareness of the work of Insight Outreach to attract supporters as prospective donors and/or volunteers willing to assist Insight Outreach operations.
- (viii) Writing grant-funding applications and seeking sponsorship with the help of volunteers.
- (ix) Automating IO operational processes where possible but ensuring there are volunteers available that Mentors and Students can contact for advice and guidance at any point during the OMS cycle.
- (x) Creation of a 3- to 5-year development plan or strategy that can reassure donors and future sponsors of plans for the growth and measurable social impact of the charity.
- (xi) Improving the content and choice of students for the Self-Study (SS) Programme. Students should have been asked on their feedback form at the end of the OMS whether they were Full or "Self-Study students but this was an oversight, so data could be obtained over the summer with the support of an intern. The self-study had a much higher dropout rate and not many students retained contact right the way through the process. The success of some SS students suggests our frameworks work without mentor contact. Lessons and suggested improvements are:

- a. More motivation to continue on SS and keep engagement high.
 - b. Webinars for SS students alone, divided by strand.
 - c. Some OMS Mentoring sessions recorded for SS students (with consent).
 - d. Some contact with mentors to keep motivation and productivity high. o More Q&As for SS students vs OMS
- (xii) Better Mentor training or resources could be made available next year as some Mentees request switches to subjects for which they do not have the required A level combinations or grades to stand reasonable chances of success.
 - (xiii) Future cycles will need to ensure pairings are exact or potentially consider what students can be offered places based on the mentors we have available. We still have an excess of Humanities mentors, but a lack of Biosciences Mentors.
 - (xiv) Changes are needed to introduce a clear, concise code of conduct for students at the start of the OMS and better awareness of our Safeguarding Policy to reflect online (rather than in-person) mentoring.
 - (xv) New sections to Safeguarding include: i) Mentoring sessions online via Zoom with a DBS checked Mentor in which other students are present, ii) Large webinar sessions where comments are monitored but cannot be immediately regulated in the LiveChats, iii) unsupervised Future Leader Sessions (FLS) where Mentees interact with other Mentees on the Programme.
 - (xvi) More guidance can be given on research, finding materials and understanding documents/frameworks. These and integration of demonstration videos can be made clearer on the website for students. Reading lists need amending to ensure resources listed are freely accessible online (ideally with links given).
 - (xvii) Students are increasingly shy to ask questions and some are quite upset or distressed by the time they do submit one; response times are too long – at 1 month in some cases. Our messaging that students should only submit a question if absolutely necessary may need to be revised in future as some students think that their question is ‘a bother’ and that they are ‘wasting our time’, rather than us being there to help them on their journey
 - (xviii) More team members with good understanding of the OMS process, frameworks, and Oxbridge will be needed next OMS cycle to make improvements to the personal touch we can offer as part of OMS (one of our distinguishing traits from other charity mentoring schemes).

Section E – Financial review

18 Brief statement of the charity’s policy on reserves

Currently Insight Outreach does not have a policy on reserves.

19 Details of any funds materially in deficit

Insight Outreach does not prepare accounts on the accruals basis, or have any funds materially in deficit.

20 Principal source of funds

Since start up, Insight Outreach has received personal donations from its Co-founders, trustees and a few parents. During this period, IO has ceased to rely on sponsorship from IE and is now seeking funding and corporate sponsorship. With thanks to the effort of volunteers, IO managed to submit 3 funding applications (Big Lottery Fund, Tudor Trust and the Allen & Overy Foundation), but without success. Alongside this work, a 3-tier corporate sponsorship package has been developed and is waiting to be incorporated into a funding strategy.

21 Future strategy

Insight Outreach's legal form (a 'Charitable Incorporated Organisation') enables the charity to create partnerships to generate income.


The intention is to turn Insight Outreach into a self-funding organisation by attracting corporate sponsorship and grant-funding, as well as through fundraising events. The Trustees have agreed that moving forward, the ability to hire a full-time employee or several part-time employees would be greatly beneficial to allow for the continued expansion and operational stability of Insight Outreach. In this context, securing recurring funding is a key priority for Insight Outreach in the next financial period as a salaried employee would present a recurring cost to the organisation. Currently, as the Insight Organisation model is based entirely on volunteers, the vast majority of expenses are on an ad-hoc basis.

Currently, Insight Outreach has no investable funds, and as such has not yet adopted any specific investment policy.

Section F – Declaration

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

Signature(s)	
Full name(s)	Amol Chalisgaonkar
Position (eg Secretary, Chair)	Trustee
Date (DD/MM/YY)	30/01/2022

ANNEX

Summary Statistics for OMS 2020 Cohort By James Miller and Richard Lloyd (Board Members)

INTRODUCTION

This report covers the impact of Insight Outreach's Oxbridge Mentoring Scheme and mainly involves analyses of data from 2018, 2019 and 2020 student cohorts to display performance over time and alongside the general population of students. The report also involves data from Oxford and Cambridge's admissions statistics of the years 2019 and 2020 and UCAS data for usage in comparisons.

The students' data involved in the report include ethnicity, POLAR4 Quintiles, gender and geographic location within the UK. The report also includes statistical tests to discover significant differences between the performance of students that undergo mentorship from the OMS and the general population of Oxford and Cambridge applicants.

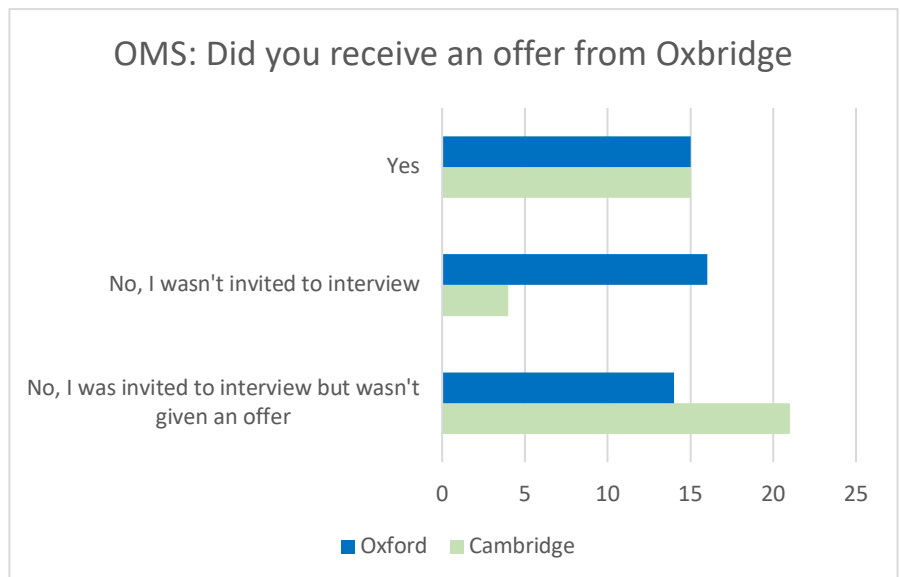
This section of the report aims to quantitatively assess the outcomes of the OMS to see if it is achieving its targets as a social mobility programme and to identify the areas where the programme needs to improve.

APPLICATIONS, INTERVIEWS & OFFERS

The total number of places offered on OMS in March 2020 was 160. Of these 160 students, 85 finished the programme in January 2021, consisting of 75 on the Main Programme (with a personal mentor) and 10 on the Self-Study Programme (who did not have access to a mentor, but had access to IO's resources and advice).

Out of the 85 students who finished OMS, all 85 applied to Oxford and Cambridge.

Furthermore, 65 of the 85 applicants secured an interview, indicating an 80% success rate in this area. Finally, 30 students received offers from either Oxford or Cambridge from this cohort, rendering an OMS applicant to Oxbridge offer rate of 35%.

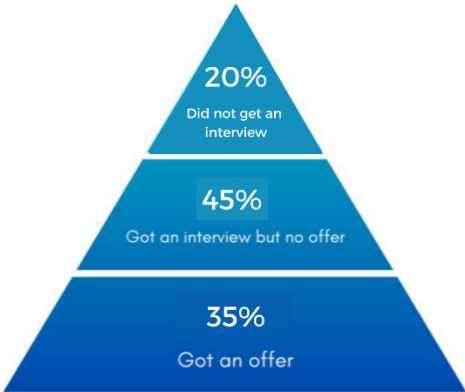


In comparison to the general population of Oxbridge applicants, the OMS performed better in all the areas listed above. While 80% of students from the OMS secured an interview, this rate was much lower at 58% for the general population of Oxbridge applicants. Similarly, the offer rate for the OMS was higher at 35% as opposed to 20% from general applicants to Oxbridge.

A statistical significance test confirmed that the level of significance for the difference between the offer rates and interview rates of the OMS and the general population was very statistically significant. This indicated just how notable of a difference the OMS made in obtaining successful outcomes for its students.

The figures below display the distribution of outcomes of applicants applying to Oxbridge from both the OMS and the general population of Oxbridge applicants. Not only is the proportion of students unable to get an interview low for the OMS in comparison, but the percentage of offer holders from the programme also tended to be higher. A clear shift in distribution to more successful outcomes was achieved by the OMS.

OF ALL OMS APPLICANTS TO OXBRIDGE...



OF ALL THE APPLICANTS TO OXBRIDGE...



Receipts and Payments Accounts & Statement of Assets and Liabilities

Charity name: Insight Outreach
 Charity number: 1178862
 For the period from (start date): 01/04/2020
 To (end date): 31/03/2021

	Amount This Period	Amount Last Period
Section A - Receipts and Payments Account		
Receipts		
General donations, legacies and grants	£323	£750
Donations from Insight Education	-	£657
Fundraising events	-	-
Interest on deposit account	-	-
Referral Income	£25	-
Fees for charitable services (e.g. delivering training, workshops etc)	-	-
Other receipts	£0	-
	£348	£1,407
Asset and investment sales		
Receipts from sale of fixed assets	-	-
Receipts from sale of investments	-	-
Loan repayments received	-	-
Loans received from external funder	-	-
	-	-
Payments		
<i>Administrative and fundraising costs</i>		
Cost of fundraising events	-	-
Wages / salaries and national insurance	-	£1,015
It Cost	£130	-
Regulatory and admin Costs	£200	£102
Grants and donations paid	-	-
Bank interest and charges	-	-
<i>Costs of providing charitable services:</i>		
Rent/hire of rooms	-	-
Repairs and maintenance	-	-
Student Reward and Prizes	£75	-
Office supplies	-	-
Transportation fees	-	£77
	£405	£1,194
Asset and investment purchases		
Purchase of fixed assets	-	-
Purchase of investments	-	-
Loans made	-	-
Loans repaid to an external funder	-	-
	-	-
Excess of Receipts over Payments	(£56)	£213
Transfers and movements		
Transfers between funds	-	-
Bank current and deposit accounts 1st April 2020:	£633	
Bank current and deposit accounts 31st March 2021:	£577	

Receipts and Payments Accounts & Statement of Assets and Liabilities

Charity name: Insight Outreach
 Charity number: 1178862
 For the period from (start date): 01/04/2020
 To (end date): 31/03/2021

	Amount This Period	Amount Last Period
	Total at End of Period (31/03/2021)	Total at Start of Period (01/04/2020)
Section B - Statement of Assets and Liabilities		
Cash Funds		
Bank current account	£577	£633
Other Monetary Assets		
Tax reclaims dues	-	-
Recoverable grants and charitable loans due to the charity	-	-
Other debts (recoverable amounts) due to the charity	-	-
	-	-
Investment Assets		
Quoted securities	-	-
Property held for investment purpose	-	-
Investments in subsidiary / associated companies	-	-
Other investments	-	-
	-	-
Assets retained for the charity's own use		
Land and buildings occupied by the charity	-	-
Motor vehicles	-	-
Computers and other equipment	-	-
Furniture, fixtures and fittings	-	-
Other assets	-	-
	-	-
Liabilities		
<i>Immediately due</i>		
Unpaid taxes	-	-
Staffing costs	-	-
Supplier's accounts not yet paid	-	-
	-	-
<i>Payable sometime in the future, or contingent</i>		
Loan liabilities	-	-
Amounts payable on hire purchase / other leasing arrangements	-	-
Any other liabilities	-	-
	-	-