

2023

Fair Shot: A Café with Purpose

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Join our Inclusion Revolution



Registered charity number: 1190582

About Fair Shot

Meet Fair Shot: Making a Diversity, Equity & Inclusion difference. Fair Shot is a café with a cause, offering learning and employment opportunities to disadvantaged adults. Founded to address the 95% unemployment rate for adults with learning disabilities.

Adults with learning disabilities are an untapped source to address the persistent hospitality staff shortage in London. Yet, a massive training gap exists between well-meaning but sheltered programmes and the hustle and bustle of an urban retail environment. We have created an all-encompassing programme that measurably and pragmatically develops the skills and confidence needed to create sustainable employment: a win-win for inclusion *and* the labour market.



What makes us so successful?

- Every year, 15 young adults with a learning disability are given the chance to gain **real-life work experience** through our Hospitality Programme.
- We have **high standards** and set high expectations. From day one, team members are front-of-house, observing, practising and refining their barista, beverage and food knowledge. Serving more than 200 customers in central Covent Garden daily.
- Our supportive mentoring approach increases **mental health, confidence, independence**, as well as supporting individuals with developing their communication skills and conflict resolution.
- After graduating we match graduates to local, carefully-vetted employers that will continue to support their paid employment journey. Providing transitional support for the first 6 months.

Our Impact So Far

£105k

in Government benefits saved on average annually with our Employment Programme

80%

of our employment partners state that they would now hire another neurodivergent person

90%

of learners employment-ready thanks to our Hospitality Programme

36

young adults taken out of the unemployment cycle, and counting

100%

of graduates matched up with a job & safe & vetted employer

100%

graduates report increased confidence and improved mental health

100%

of graduates remain in employment after their probation period

15

new learners accepted into the Fair Shot programme annually

Data as of July 2023

Share our Success

Making this level of difference requires a sustainable and steady flow of income.

At Fair Shot we re-invest all of our revenue back into the café to cover operating costs. However, 22% of this annual outlay is dedicated to delivering Fair Shot's life-changing training and employment programmes. Naturally, **we would love to do more ...**

That's where you can help. We are seeking companies and people who share our passion for giving disadvantaged adults the chance to find fulfilling and sustainable paid employment that plays to their individual strengths. It's a big task. And one we cannot do alone. That's where you come in.

Every donation, big or small, will:

- Support Fair Shot; a unique charity with proven impact
- Continue the Inclusion Revolution journey and make a difference to dozens of young people and their families
- Be well-spent on increasing the confidence and independence of young adults with learning disabilities
- Put smiles on many faces, supporting people to become the very best versions of themselves
- Be a big step towards improving equality, in turn benefiting local communities.



What Can you Do ?

Being part of our Inclusion Revolution is easy. We support individuals and companies – including the likes of Moët Hennessy UK and Goldman Sachs – to meet their social impact targets with a number of strategic, corporate and team-building charity campaigns. We can even offer publicity and branding support.

Sponsor Ideas to Consider

Pop-up Coffee Stand

£0 (all proceeds would go directly to Fair Shot)

Introduce a pop-up charity cafe in your office. Feedback from those who have done this said it creates a vibrant and purpose-driven workplace, promoting employee well-being, collaboration, and a positive company image.

Team Sport Events

£0 (all proceeds would go directly to Fair Shot)

Make Fair Shot the beneficiary of your team's charity sports event. Whether it's a bike ride, 5K run or marathon, help raise vital funds for Fair Shot.

Team Building Days

£1,000 -2,000

When hosting your next team building day, make a meaningful and lasting impact by choosing Fair Shot as your charitable focus. Fair Shot's events and catering offering means that we are able to make your day all that more memorable for your employees.



Make a Direct DE&I Impact

Annual Graduation

£1,500

Fair Shot's graduation day is our biggest annual event and for good reason! It is not like any other graduation: all of our young learners have dreamt of wearing the cap and gown. Most had given up hope that this would be attainable. So this is a BIG deal for every graduate. We make this celebration extra special with speeches from past and present graduates, fun sing-alongs, as well as plenty of signage and credit to our sponsors.

Our 2022 graduation was sponsored by Bloomfield Trust; our 2023 graduation was sponsored by Deckers, Ltd.



Hire a Graduate

£6,000

People with learning disabilities are capable of doing meaningful work when they are given the good training and support. That is why we created a bespoke programme. This enables you to find an employee who will fit smoothly into the day-to-day running of your business, and we'll support you and the new employee throughout the process.

Learners have been hired through this programme by Daylesford, ABFoods, Bain & Co., The Ivy, The Office Group, and many more.

Sponsor a Learner

£15,000

Our Sponsor a Learner initiative allows you to support a learner from unemployment right through our Hospitality Programme and further on into sustainable paid employment. Sponsoring our learners demonstrates your commitment to social equity, aligning perfectly with your social impact objectives. You would make a meaningful lasting impact to our learner's lives all while enhancing your own commitment to DE&I.

Supporters

Moët Hennessy UK

Four Seasons

Soho House

ITV

Apple

Bloomfield Trust

Silverpeak

Dowgate Wealth

Peleton

The Office Group

ABFoods

Gentlemen Baristas

Daylesford

Chestnut Bakery

Garfield Weston Foundation

Belgrave Capital Management

Gumball 3000 Foundation

Deckers

Osbourne Clarke

Goldman Sachs Foundation

Make an impact



Next step

Contact Founder & CEO Bianca Tavella at:

bianca@fairshot.co.uk

Appendix 1: Catherines' story



This is Catherine - the champion of our cohort last year. I cannot explain to you the absolute joy of seeing Catherine independently coming up with a way to be more efficient and making two cups of coffee at the exact same time - that is two portafilters in each hand and pressing the espresso shot button at the same time with each hand. Or flowing from the till station to the espresso station and then the milk station seamlessly .

Catherine is non-verbal. Her family struggled to believe that she could do this programme, but we knew she was capable and just needed a Fair Shot.

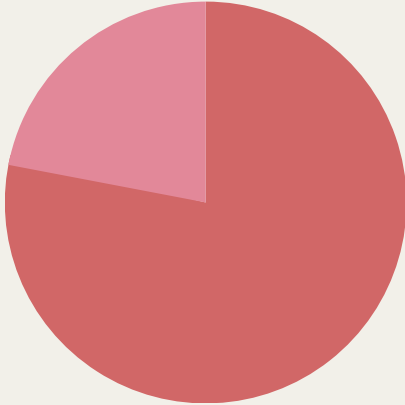
Now, she is a barista at Chestnut Cafe in Covent Garden, and she is absolutely smashing it!

Without Fair Shot, Catherine would have been signed off as unable to work: once she finished college she would have stayed at home, shut off from adult life and independence. Because of Fair Shot, Catherine has been able to shine as the truly talented and accomplished woman she is.

She sure might have a "different" way of working than others - but I promise you this, she is more proactive and hard-working than anyone we have ever met.

Appendix 2: Funding model

22% Charity costs - Training and employment programme costs such as salaries



78% Cafe & events - Premises costs, suppliers, salaries, other general running costs

The largest 5% of charities in the UK receive 87% of the income*.

Our work has an **measurable impact** and yet we still **struggle for funding**. Due to our unique make up of cafe and programmes we struggle to be eligible for the majority of grants and in terms of corporate sponsorship the **big names** tend to receive the **lion's share of income**, irrespective of our impact or effectiveness.

Our aim is simple - create a sustainable source of funding for our exceptional programmes to keep changing lives year in and year out.

Unlike other charities, we have a regular stream of income via our cafe in Covent Garden and our catering and events. Nevertheless, our **cafe and event's revenue** can only pay for **78% of our costs**.

The missing 22% amounts to the costs that make the delivery of our life changing **training and employment programmes** possible. It is this 22%—between **£180-250k** a year—that will enable us to fund the continued delivery of our programmes and keep **changing 75 lives every 5 years**.