

## 02 Thriving Communities

# Embracing Entrepreneurs Who Help Communities Thrive

Since they became our UK charity partner in 2013, our relationship with the [School for Social Entrepreneurs](#) (SSE) has flourished on both sides of the Atlantic. Through this award-winning programme, our employees are sharing their skills to help social entrepreneurs address local issues.

Each year, as part of SSE's unique learning programmes, RSA employees in the UK and Canada help students gain the skills and knowledge to become successful social enterprise leaders. Each RSA mentor offers a fresh, supportive perspective, and shares their skills, experience and network with their mentee.

As part of the 2016-17 cohort, RSA's Director of Pet Claims, Lee Dainty, supported Danielle Singer Moore in developing her Community Interest Company, [Project Embrace](#). The company helps people self-manage and recover from challenges ranging from stress and anxiety to more complex mental health conditions.

Danielle's own experiences inspired the development of The Pocket Advocate: a personalised, pocket-sized booklet designed to empower people to identify the triggers, signs and actions needed to help prevent incidents of mental distress, crisis and relapse. This core product has since been adapted for people in a range of environments, including education and the workplace.

"My background is in the creative arts, so in terms of business experience everything was a first," recalls Danielle of the time she entered the programme. "There had been some pretty hairy learning curves but the support from those around me, including Lee, gave me the strength to keep Project Embrace on track."

As Danielle's mentor, the valuable experience Lee offered was only ever a phone call away. "Lee provided a consistent presence and confidence that enabled me to make bold decisions that have ultimately brought a wider audience to Project Embrace," says Danielle.

Today, over 5,000 people have engaged with Project Embrace through a wide range of solutions and initiatives that include online downloads, workshops, training, talks and campaigns to raise awareness. Project Embrace's growing network of ambassadors and dedicated team of experts and volunteers are now preparing for the launch of The Pocket Advocate's digital service in 2018.

"Meeting Danielle and helping support her work with Project Embrace has been a very rewarding experience personally," says Lee. "I know many people will benefit from her amazing focus and work in this space."

We're proud that our people can play an active role helping social entrepreneurs develop their own businesses, supporting them to make even more impact for their communities. Although Danielle has progressed to become an SSE Fellow now that her programme has ended, Lee continues to provide support as her mentor.

Our partnership with SSE in Canada has expanded over the past three years where, in addition to mentoring, we've worked with the charity to develop bespoke support for social entrepreneurs that increase their business expertise. These include introduction to risk, customer relations, marketing, financial management and social media.



Danielle with two members of her team at Project Embrace

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