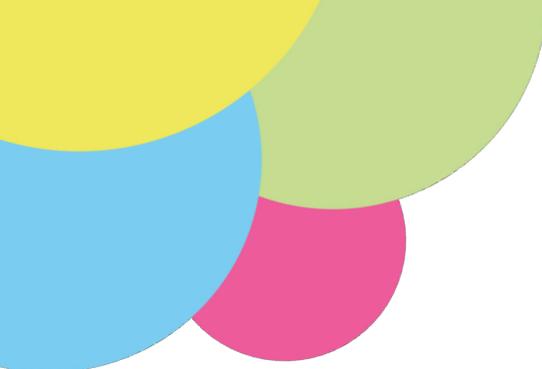
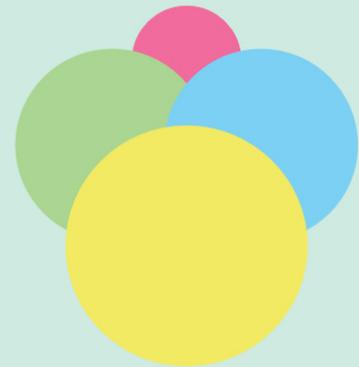


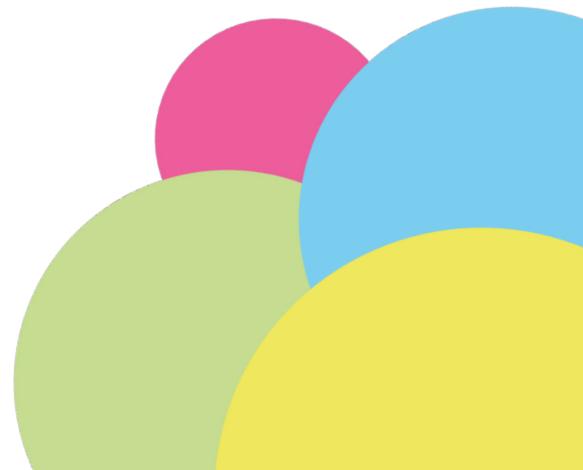
2021



**WoodMor  
Foundation  
C.I.C**



**WoodMor Welcome**



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**This document was produced with accessibility in mind. Please let us know how we did, we really appreciate your feedback as it helps us improve.**

# Let us introduce Ourselves

**We are the WoodMor Foundation, a new C.I.C that seeks to benefit those who are disadvantaged, disabled and vulnerable searching for work in the UK.**

We want to support these groups in achieving their employment goals and to be recognised by employers as valuable members of the workforce.

As an organisation we seek to be an **Agent of Change** for these groups of individuals.

Encouraging

Challenging

Community

## What is our mission?

We offer employability initiatives that increase prospects for marginalised groups. Providing a pathway from unpaid roles to paid employment whilst simultaneously providing physical evidence of employability skills.

### Everyone deserves a chance at success.

No longer should disadvantage be associated with barriers to opportunity.

## We Understand

There are lots of different reasons for people to be out of work, which is something WoodMor **understand**.

Unlike most employers we **recognise** the unfair prospects that lie ahead for ex-prisoners. London prisoners aged 18-30, released homeless and 40% have never worked before (BBC 2020)

We are **aware** of the damaging impact of domestic abuse. Over two fifths of women's aid survey respondents felt that domestic abuse had negatively impacted their long-term employment prospects/earnings (Women's aid, 2019)

We **celebrate** the difference and diversity of disability and do not see it as a problem. At present, disabled people are over a third less likely to be in employment than non-disabled people (Putz, 2019)

We exist to radically change the way disadvantaged people in society gain employment across the UK.

Recognition

Awareness

Celebrate

## Gill's Story

'For most of my adult life I've been battling Crohns disease, major operations that literally nearly finished me and also prematurely ended my nursing career'



May 2020, Founder Matt Wood selected me to trek to Kilimanjaro hoping to raise funds and awareness for the British Association for Supported Employment BASE charity'

'I want to prove I am personally still able to contribute to society and have a goal in life'

## First WoodMorer

Unexpectedly and warm-heartedly, due to the progress I have made, Matt has committed himself to starting a charity, the WoodMor Foundation C.I.C. We are growing and are now a team of 5 and want to help more people like me.'

You can read more about her story here: <https://www.base-uk.org/kilimanjaro>

She is now an Ambassador for WoodMor and she shares her experiences on instagram with 286 followers, raising awareness of her experiences and showing others how to live with a long term illness.

Gill shows us that her condition does not define her; it is her resilience, compassion and dedication that is far more important.

Recently her story has been published in three local newspapers!



## How did it start?

WoodMor was launched in October 2020 by Matt and Clare Wood.

Matt CEO to Millwood Servicing, a Disability Confident Leader, Mental Health Advocate and founder of WoodMor has **personal experience** of long-term illness in his family.

He has had first-hand experience of the **benefits in recruiting** individuals with disabilities.

He also employs ex-prisoners in his 'Zero to Hero' campaign.

He became aware that the most common reason for people with different life experiences; whether that be illness, prison service or other vulnerability, to underperform in employment is due to **negative views** about their **perceived difference**.

This impacts on their employment prospects because they are seen as problems as opposed to potential employers.

At WoodMor we feel this situation is **made worse** because mainstream routes to employment follow an outdated structure of Cvs, online applications and high-pressure interviews. These are challenging and competitive.



Matt with Millwood colleagues at OnSide Charity who they support and fundraise for.

**'Nothing about us without us'**

**Disability Activist John Charlton, 2000**

**"People with disabilities have often been spoken about and not spoken to and this impedes on our ability to be recognised as people worthy of equality and respect": Rebecca Harbord**

**Social Channel and Brand Manager at WoodMor**

## Who can take part?

### Personal attributes:

Committed to **self-development**

Willingness to **self-reflect**

**Enthusiastic** approach to completing goals

Eager to **Learn**

Willingness to engage on social media/other platforms to **fundraise** and raise **awareness**



You must have a **disability** or long-term condition as defined in the Equality Act 2010.

A disabled person is someone who has a physical or mental impairment that has an adverse and substantial effect on his or her ability to carry out normal day-to-day activities which has lasted for 12 months (Disability Act, Gov.uk, 2010).

And/or be **disadvantaged** due to social factors:

A socially or economically disadvantaged person is someone who is subjected to prejudices and has suffered the effects of discriminatory practices over which he person has no control.



And/or **vulnerable** would be someone who due to their mental or physical situation are unable to look after themselves or at risk of being exploited.



### Qualifications

There are no essential qualifications needed.

### Experience

There is no essential knowledge or expertise required.

### Age

25+

**For more information** please contact:

Maria.Johnson@TheWoodMorFoundation.co.uk

[Icons accessed from noun project ]

## Who can take part?

### Why 25+?

**25+ are overlooked when it comes to finding work**

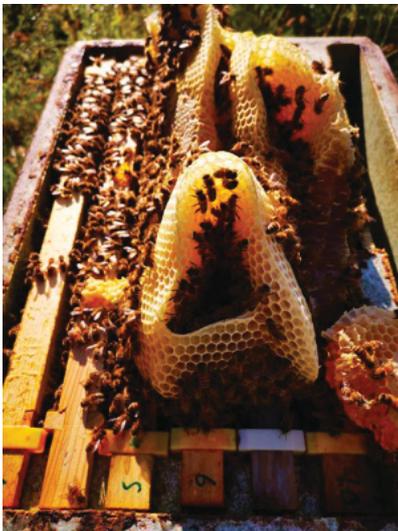
As a society those aged 25+ are **overlooked** when it comes to finding support for work and employment.

They came from a generation where there was **less awareness** about the implications of living with disability and growing up with disadvantage.

There's a need for **change** and development in this area which is why we want to focus primarily on over-25s.

**Camphi:l**  
WAKEFIELD

## WoodMor Junior Programme



We are also offering an option for younger members of these groups who are looking for supported internships and work experience.

Currently we are partnered with an amazing international charity, Camphill Wakefield; a S.E.N.D college for students aged between 16-24.

This is our pilot beekeeping scheme to give the students the opportunity to learn how to plan, prioritise, work with nature and recognise their ability.

All skills employers look for.



## What do we do?

We aim to **engage** these individuals into recognising **that they can be employable** by providing them with a bespoke journey of personal discovery through an event, expedition or other exciting challenge.

## How do we do it?

**We support our participants every step of the way.**

**We aim to understand them and their particular condition or circumstance.**

An example of this level of support is our **discovery dialogue**:

A term that aims to change the feeling of dread which are often triggered by words like 'meetings' and 'interviews'.

Whatever a person's circumstance, we want to interact with people in an open and transparent way.

**The Supportive WoodMor Community will be made up of:**

- Participants: the individual who partakes in the event/experience
- Partners: those who connect us the participants (colleges, charities, prison services)
- Facilitators: those who provide the experience
- WoodMor Staff

## How will we find WoodMor participants?

WoodMor Participants will be referred by WoodMor's strategic partners, like:



# WoodMor is not an 'Events Charity'

We want to encourage our participants to face a life challenge, which can be creative or physical.



Gill



Conquered  
Kilimanjaro



For Gill, triumphing the summit of Kilimanjaro will be an achievement over a physical challenge.

This level of endurance may not be appropriate for others. We aim to match the right person to the right challenge.

We want to match the person to the challenge that they feel most comfortable with and driven to achieve.

## Examples of other Challenges

We are partnering with different sectors from the physical to the creative sector.

Our participants will have choices and we will work with them towards tackling it, whatever it might be.



Lewis



Lvl. 3 Food  
Hygiene  
Certified



# WoodMor Welcome Pack and Brand Document

## Our dedication is unique:



**Matt Wood**  
**Founder**

From employee to CEO of company with 50 + staff at Millwood Servicing



**Becca Harbord**  
**Social channel and Brand manager**

Lived experience of bipolar, dyslexia and care-giving



**Maria Johnson**  
**Project Manager**

Experienced in charity sector and working with vulnerable women

## Our Programmes are based on:

**Flexibility:** We have different partners and facilitators to increase our flexibility in meeting candidate's needs.

**Support:** we will work closely with intervention, support organisations and participants to help them identify a challenge, event or expedition that enables participants to actualise and realise their goals of employment.

**Train:** we will liaise with a team of professional Personal Trainers and Life Coaches to support participants in their journey. We are constantly researching to get latest wellbeing support. Currently we are researching Dialectal Behavioural Therapy.

**Gain:** we will provide expert advice and support to improve confidence, self esteem and mental well-being.

**Longevity:** we will ensure all completed participants are included in a 'champion' program to keep connected, achieve a sense of belonging and feel supported.

**Marketing:** we will ensure the participant can access social media to develop marketing skills and fundraise effectively.

# What will the overall process look like for a WoodMor Participant?

## From Discovery Dialogue to Video CV.

**Introduction** with the potential participant, getting to know them and what they would like to achieve with us.

Through our community we can **coordinate the best plan**, step by step, to help our Ambassador become a Champion.

The **Ambassador** meets with a Facilitator, who acts as a Mentor, teaching skills as an expert in their field.

The Ambassador **learns through doing**, working towards their end-goal and challenge.

**A Video CV** is created, which features their story, journey and work, which is captured throughout their time with us.

Discovery Dialogue

Plan for the Challenge

Meet with Facilitators

Work towards their goals

Video CV

Document on social media through images + video

Participant

Ambassador

Champion

## Video CV

Demonstrating talents that employers look for, such as: **Communication**, interpersonal skills and teamwork **Problem solving**, initiative and self-motivated **Leadership** or taking instruction

The Video CV is for the participant to own, share and use to engage with employers.

# Why should the WoodMor Foundation **exist?**

Unless something challenges current employment practices that hinder the chances of success for the Disadvantaged, Disabled and Vulnerable members of society, nothing will change.

**We want to be a part of that change.**

## Agent of Change

This is a more interesting way to increase diversity in the workforce, release individual's potential and incite real social change.

**Why not Join us to hit our first target of 50 'Gils' by 2026?**