About Key Contact from Organisation	
1.	**Name**
	Madina Abdrakhmanova
2.	**Employer / Organisation**
	DAWSUN – Diaspora African Women's Support Network
3.	**Position**
	Research Officer
4.	**E-Mail at Work**
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5.	**Address at Work**
	Room 20, 12 Commercial Rd, Gorbals, Glasgow G5 0PQ
6.	**Telephone Number at Work**
	+441412915161 or +447460288820
7.	**Role in the Project**
	Project Coordinator
An Introduction to the Project	
8.	**Which partner organisations are involved in delivering the project (local authorities, organisations, community groups, etc.)?**
	N/A
9.	**Does the project have specific aims and/or objectives?** *If so, please add to the box below.*
	The primary goal of the project is to narrow the skills gap and to provide individuals from ethnic multiple deprived areas and of ethnic minority backgrounds with the right skill set to access employment in the financial service sector. In doing so, the project seeks to cultivate a diverse pipeline of talents for the financial service sector.
10.	**Does the project have a title?** *If so, please add to the box below.*
	Financial Services, Education and Mentorship Hub
11.	**When did it start?**
	September 2023.
12.	**Has it finished? Is it on-going? Does it have an end date?** *Please add dates to the box below.*
	The project is on-going and they hope to develop it further.
13.	**Which groups of people, if any, are targeted by the service provided?**
	Individuals from multiple deprived communities in Glasgow, ethnic minority individuals with active interest in working in financial services. The age threshold is 18 years.
14.	**How many people have been served by the project?**

	12 (two groups of 6 people).
15.	**Where is it delivered?**
	Glasgow

The Initial Idea

16.	**Are you able to talk about the initial idea to introduce the project?** *(if no, please skip to the next section, Q.29)*
	The project was a spin-off of a previous DAWSUN project (see pilot project).
17.	**Who had the initial idea?**
	Dr Chioma Nwafor, executive director at DAWSUN, conceived and developed this idea.
18.	**How did the idea for the project come about?**
	Information gathered from previously delivered DAWSUN projects, particularly the financial service project (see Pilot Project), made it evident that there is a much broader need for tutoring and skills development in the finance area.
19.	**Were any published reports / papers / research evidence or practice shape the initial thinking?** *If so, please add details to the box below.*
	Statistics show women, particularly of ethnic minority groups, are underrepresented in the financial service sector. They further draw on the Scottish Multiple Index of Deprivation to identify areas of particularly high/multiple deprivation in Glasgow.
20.	**Who was involved in developing the initial idea of the project?**
	Dr Chioma Nwafor, Dr Madina Abdrakhmanova, Mrs Anne Osuchukwu.
21.	**Were those with lived experience of poverty involved in developing the initial idea of the project?**
	Yes.
22.	**What funding was used, if any, to support the development of the initial idea of the project?**
	N/A

23.	**What in-kind resources were needed when developing the initial idea of the project?**	
	Facilities	Meeting rooms
	Equipment	Computers, Software
	Local Knowledge	-
	Food and Drink	-

24.	**What, if any, barriers did you have to overcome when developing the initial idea of the project?**
	Given the high demand for the service, they had to prioritise potential beneficiaries. They are now selecting beneficiaries based on postcode areas with particularly high /multiple deprivation.

25.	What, if anything, was helpful when developing the initial idea of the project?
	From previous projects, they knew the importance of considering the literacy rates of beneficiaries before the project was administered.
26.	Was a feasibility study conducted? *(if yes, please describe what you did and what you concluded)*
	They conducted a community feasibility study to gauge the interest of potential beneficiaries. They also conducted a financial services skills audit by scoping financial services websites to identify on-demand skill sets for finance professionals.
27.	What was the timeline between the initial idea and the start of the project?
	Eight months.
28.	Who made the decision to introduce the project?
	DAWSUN's Board of Directors.

Pilot Project	
29.	Was there a pilot project?
	In 2019 and 2020, they had a project providing a financial services scheme project focusing on secondary school pupils and young adults aged 18 to 25.
30.	What did the pilot project involve? *Please describe the pilot project*
	The project provided financial service education to 15 young people in secondary school through private tutoring and financial service skills training.
31.	Who was involved in the work of the pilot project?
	Five Financial Services Tutors, and the Project Coordinator.
32.	How, if at all, were those with lived experience of poverty involved in the pilot of the project?
	People with lived experience were involved in developing the project idea and in delivering the project, acting as mentors and trainers. A majority of the tutors are individuals with lived experience of poverty.,
33.	What funding was used, if any, for the pilot project?
	The project was funded by the Comic Relief Fund.
34.	What in-kind resources were used for the pilot project?

Facilities	Meeting Rooms
Equipment	Computers
Local Knowledge	-
Food and Drink	-

35.	Was the pilot project evaluated? *If yes, please provide details*
	The pilot project was evaluated. The evaluation revealed the need to recruit self-motivated beneficiaries who are willing to put in the work required to succeed. Also, getting mentors was one of the challenges the project encountered.

36.	What evidence, if any, from the pilot project was used to confirm that it was working?	
	The students increased their knowledge of the financial service sector. Four pupils have started to study finance, who had not aspired to enter the sector before but through the training and mentorship developed their own vision. Two others have found employment, one at Glasgow City Council and one at Public Health Scotland.	
37.	Who made the decision to continue with the project beyond the pilot project?	
	DAWSUN Board of Directors	
38.	How did the pilot project inform the final design of the project?	
	Through the pilot project they realised that they underestimated people's initial residual knowledge. The materials developed by the mentors did not meet the beneficiaries' levels of knowledge. Therefore, they started allocating beneficiaries into cohorts according to their level of knowledge.	

The On-going Development of the Project

39.	Has the project changed through time?	
	Yes.	
40.	In what ways has it changed?	
	Scale	N/A
	Location	N/A
	Population	N/A
	The Offer	They had to reduce the meetings from twice a week to every Saturday. They added teaching on extra necessary financial literacy skills (programming languages, e.g. Python, RISC and Monte Carlo) and provided free access to these cost-extensive platforms.
41.	What were the reason for these changes?	
	Meeting times were changed to accommodate volunteer mentors' and instructors' workloads and schedules. The entrance requirements to the financial service sector have become stricter than before, and potential job candidates are expected to provide skills and knowledge in programming languages.	

Accessing the Service and Engaging with Service Users

42.	Is there a referral process?	
	Yes.	
43.	How does the referral process work (self-referral, referred by other agencies, identified from an existing database)	

	They have WhatsApp platforms that they use to send flyers to people and spread awareness about the service through partner organisations, including community interest companies, charities and community groups in Glasgow. They are currently in the process of developing a self-referral web portal.
44.	**How are potential clients made aware of the project?**
	Through flyers and local community groups and charities.
45.	**How is contact maintained with service users? Do service users have a preferred method of contact?**
	They use emails and their WhatsApp platforms to communicate with beneficiaries. Further communication is planned through the electronic referral web portal.
Working With People with Lived Experience of Poverty	
46.	**Are those with lived experience of poverty involved in <u>delivering</u> the project?**
	Yes, some instructors and mentors are people with lived experiences of poverty.
47.	**Please describe how people with lived experience of poverty are involved in <u>delivering</u> the project.**
	They developed content and provided mentorship to beneficiaries.
48.	**Are people with lived experience of poverty involved in <u>managing</u> the project, <u>supervision</u> within the project, or project <u>governance</u>?** *If so, please describe below.*
	No. The project governance is done via DAWSUN's executive committee.
49.	**Are people with lived experience of poverty involved <u>in any other aspect</u> of the project?** *If so, please describe below.*
	Yes, people with lived experiences of poverty designed and developed the project. They were also involved in identifying potential beneficiaries alongside the project coordinator.
Leadership, Governance and Partnership Working	
50.	**Who is responsible for managing the project?**
	Madina Abdrakhmanova
51.	**Is this the only responsibility of the person managing the project?** *If not please describe the manager's wider roles and responsibilities.*
	Research Officer for DAWSUN
52.	**Is there a Project Steering or Advisory Group or Organising Committee?** *If yes, who is involved in this and how does it work.*
	No.
53.	**If there is no Steering Group, what governance arrangements are in place to review strategy and performance?**
	The organisation continuously self-evaluates to ensure that the project aligns with the organisation's mission and vision and is understood by service users.
Staffing	
54.	**Are there any paid staff?** *Please describe their role and their contribution.*

		The project coordinator is the only paid staff member in this project. The project coordinator's role is to identify potential funding sources for the project, oversee its delivery and management, recruit project participants and project tutors, identify potential mentors, and match project beneficiaries with mentors.
55.		**Are volunteers involved in delivering the project?** *Please describe their role and their contribution.*
		Yes. Those with expert knowledge in the area of finance act as mentors and tutors and teach beneficiaries in financial risk management, application of big data analytics, financial assets valuation, wealth management, and financial programming languages.
56.		**Was additional staff or volunteer training required to deliver your project?** *If so, please describe.*
		No. The staff delivering the project and the volunteer mentors from industry and academia are already experts in their fields and have extensive experience in the areas taught.
Links to Wider Policies, Strategies and Statutory Requirements		
57.		**Is the project part of a wider anti-poverty strategy?** *If so, please give details.*
		The project targets individuals from minority ethnic backgrounds and areas of multiple deprivation and seeks to address potential barriers to employment faced by these individuals, namely the need for more relevant skills. This aligns with the Scottish Government's broader anti-poverty strategy.
58.		**Is the project part of any other strategy?** *If so, please give details.*
		The project further seeks to reduce the gender, socioeconomic and ethnic talent gap within the financial services sector.
59.		**Is the project delivering a service that is a statutory commitment?** *If so, please give details.*
		No.
Funding		
60.		**Who funds the project?** *Please give details.*
		The project is funded by DAWSUN.
61.		**How is the project funded?** *For example, is it project-funded, or funded from mainstream resources.*
		The project has no specific project-funding but the organisation is funded by different philanthropic organisations and agencies. Whilst the project is not funding-dependent, it largely depends on volunteer contributions (mentors and tutors).
62.		**What is the budget for the project / how much does it cost to deliver?**
		£40,920
63.		**Is future funding based on pre-agreed outcomes or outputs being delivered?** *If so, please give details*
		N/A
Resources		
64.		**What in-kind resources do you need to deliver your project?**

	Facilities	Rooms for weekly meetings
	Equipment	Access to Software and Monte Carlo Platforms
	Local Knowledge	Highly skilled mentors and tutors in the area of finance who dedicate their knowledge and time
	Food and Drink	-
65.	**For each of the in-kind resources listed above, who provides it?**	
	Facilities	DAWSUN
	Equipment	DAWSUN
	Local Knowledge	Local community
	Food and Drink	-
66.	**Did you have to buy or develop new IT systems, software (databases, apps) or technology to deliver your project?** *Please describe below.*	
	-	

Formal Monitoring and Evaluation		
67.	**What information, if any, do you collect about your project?**	
	Number of users	Number of overall beneficiaries
	Profile of users	Name, age, work experience, income range, postcode, level of education, ethnicity.
	Experience of users	After participating in the project, beneficiaries are given evaluation questionnaires to assess their learning experience and gather their feedback.
	Anything else	They keep in touch with beneficiaries and know about their employment journeys.
68.	**How often is data collected? Who collects the data?**	
	Data is collected at the recruitment stage based on participants' consent to store information securely. This is done by the project coordinator.	
69.	**Do you have baseline data on what things were like before the start of the project or before users started the project?** *Please describe the type of baseline data that you have.*	
	Yes. Information on the participants' work experience, income range and level of education is collected at the beginning of the project.	
70.	**Do you produce an annual report?** *Please provide details of what this includes.*	
	Yes. The annual report includes project evaluation and monitoring.	
71.	**In what ways, if at all, do you use the data that you collect to adapt the service that you provide?**	
	Data may be used to inform future service delivery.	
72.	**Have you employed an external organisation to formally evaluate your project?** *If yes, please provide details.*	

	No.
73.	**If yes, in what ways, if at all, have you used the External Project evaluation to adapt the service that you provide.**
	N/A
74.	**Do you intend to employ an external organisation to evaluate the service that you provide in the future?** *If yes, please provide details.*
	Yes, they plan to employ an external organisation to evaluate several aspects of the project, including project uptake, project delivery and beneficiaries' project evaluations.
Impact	
75.	**What difference has the project made?**
	While this project has only been running since September (2023), the pilot project resulted in employment for several service users in organisations like Glasgow City Council and Public Health Scotland.
76.	**How do you know this?** *What evidence demonstrates impact (metrics, interviews, feedback)?*
	After participating in the project, beneficiaries are given evaluation questionnaires to assess how the project helped them and to provide evidence of their employability.
77.	**To what extent have the aims of the project been achieved?**
	The project is currently ongoing but on track to achieve its aims.
78.	**How, if at all, has the demand for the service changed since it started?**
	The demand for the project has increased significantly since the project started in September 2023, showing the importance of this project.
79.	**If yes, has the project had the capacity to meet these changing conditions and demand?** *Please describe and explain below.*
	No. In this phase, they are not accepting more beneficiaries.
80.	**Has the project had any unexpected or unintended outcomes?** *If so, whether positive or negative, please describe.*
	The project anticipated positive outcomes. The idea was to empower beneficiaries with the foundational, intermediate, and advanced skill sets to secure employment within the financial services sector. Although the project is still in its early phase, we have seen two positive destinations for some beneficiaries. In addition, we have seen significant improvements in most of the beneficiaries' financial literacy skills.
81.	**In your opinion, is the project having an impact on tackling poverty? If so, please describe in what ways.**
	The project has an impact on tackling poverty as it supports people living in multiple deprived areas to access relevant training, increase their skills and knowledge, and find employment in the financial service sector.
Learning from Experience	
82.	**What is working well?**

	The project is set up to consider three levels of knowledge: foundational, intermediate, and advanced. Each division specifies the level of expertise that will be taught, ensuring that the project meets the individuals' needs.	
	Mentors or trainers with experience in the sector can inspire beneficiaries and give them the impulse to develop their own ideas and aspirations. The mentorship approach enables beneficiaries to gain access to new knowledge and pathways.	
83.	**What, if anything, is working less well?**	
	The project depends on volunteer contributing their time. Because of limited capacity, it can now only be delivered once a week on a Saturday. They want to increase their mentor base. However, recruiting people willing to give the time and energy required to mentor beneficiaries is an ongoing challenge.	
84.	**What are the key learning points that you would like to share with other practitioners? For example, is there anything that you would do differently?**	
	Before undertaking this type of project, you need a significant amount of funding. DAWSUN has been able to deliver this project because they use in-house talents and highly experienced volunteer instructors who are willing to give back to their community. Securing non-paid mentors is one of the ongoing challenges that the project is facing.	
85.	**What plans do you have to develop or expand the project in the future?**	
	The plan is to develop a financial sustainability strategy for the project. They are considering partnering with relevant employers to cross-fund part of the project.	
86.	**How easily do you think your project could be replicated in another setting?**	
	With appropriate funding and collaboration, the project can be replicated in different settings. To set up the project successfully, the development of the training manual and securing sufficient instructors and mentors are crucial.	

Social Media		
87.	**Please enter social media contact details and weblinks to supporting documents or resources below:**	
	Web Pages	www.dawsun.org
	Facebook	https://www.facebook.com/www.dawsun.org/
	Instagram	N/A
	Twitter	https://twitter.com/Dawsun7
	Tik-Tok	N/A

GDPR Consent (Add yes or no in the box)	
I give my permission to be named in the tackling poverty locally directory and associated public outputs.	Yes
I give permission for our organisation to be named in the tackling poverty locally directory and associated public outputs.	Yes
I give permission for me to be contacted by directory users.	Yes
I am willing to be contacted if more details are required	Yes
Request to review (Add yes or no in the box)	

Did the interviewee request to review a draft before it is sent to referees for review?	Yes
Did the interviewee request to review the final version – after referee review – before it is uploaded to the Directory	Yes