

Smart Works: Our results and plans for 2016

SMART
WORKS



Helping women succeed across the UK

The logo for SMART WORKS, featuring the words "SMART" and "WORKS" stacked vertically in white, uppercase letters on a blue square background.

In our last financial year, the Smart Works team has:

Helped over **2000 women** across the UK

Delivered over **2500 appointments** in London, Edinburgh,
Manchester and Reading

Maintained our success rate at **over 1 in 2** going on to get the job

59% of those we were able to contact went on to succeed at interview

With clear plans for sustainable growth

The logo for Smart Works, consisting of the words "SMART" and "WORKS" stacked vertically in white, uppercase letters inside a blue square.

Smart Works is now helping women in **Manchester, Edinburgh** and **Reading**, as well as North and West London.

Each centre will aim to **increase the number of women** we help this year, whilst maintaining our success rate at one in two getting the job.

Smart Works **Birmingham** will open its doors to clients in July 2016.

We want to see Smart Works in a maximum of **two new cities** every year. We will help more women with an ambitious but sustainable plan for growth.

Underpinned by a clear mission and vision

Our mission is to help women back into the workplace by giving them the clothes and the confidence they need to succeed at interview.

Our vision is to build London as our centre of excellence and share this expertise by taking Smart Works to other cities across the UK.

To deliver a service that works

The logo for Smart Works, consisting of the words "SMART" and "WORKS" stacked vertically in white, uppercase, sans-serif font, set against a solid blue square background.

At the heart of Smart Works sits a two hours dressing and coaching service for unemployed women with a confirmed job interview.

Each client received a complete outfit of clothes and accessories (theirs to keep) and interview training, enabling them to not only feel more confident, but to start to believe in their own ability to succeed.

We have a team of over 150 volunteers across the UK who work with our clients – skilled, compassionate and brilliant women who give their time to help other women succeed.

All our clothing is donated from other women or direct from retailers, incredibly high quality clothing, meticulously sorted and hung in our beautiful dressing rooms.


This simple model works. A visit to Smart Works can change the course of a women's life.

*There should be a warning sticker on the Smart Works door denoting:
'Be prepared to be over-whelmed, ecstatic and excited all at the same time'*


Annie from London




Janibo visited Smart Works at the end of 2015 having been unemployed for over three years. After coming to Smart Works, she was successful in her interview and began her job as a registered nurse at UCLH.

A woman with dark hair pulled back, wearing a bright orange short-sleeved dress and a matching headband, is smiling broadly. She is standing in a clothing store, with a rack of clothes (including a pink jacket and a striped scarf) visible in the background. A blue text box is overlaid on the bottom left of the image.

“Smart Works made a tremendous difference to my life in the two short hours I was there. It's like having little angels come down and make everything better, taking away all your stress and nerves.”

A photograph of two women sitting at a wooden table in an office. The woman on the left, with long dark hair and wearing a dark blue top, is speaking and looking towards the other woman. The woman on the right, with her hair in a bun adorned with a red and orange beaded headband, is listening attentively with a smile. She is wearing a dark blazer over a teal patterned top. On the table are papers, a blue water bottle, and a red cup. A whiteboard is visible in the background.

"My experience made me feel valued, special & confident. Keep doing what you do, you help make dreams come true."



Thank you for your support for Smart Works in the last financial year. Here is to a great 12 months ahead.

Kate Stephens, CEO
May 2016