

institute of  
imagination

# Imagination: The Superpower of the 21st Century

Join us to raise £5million to help ½ million  
children reimagine their futures



# Welcome from our CEO

Children today face an uncertain future, and that uncertainty is compounded for marginalised and disadvantaged children.

Most will ultimately end up working in completely new job types that don't yet exist using rapidly changing technologies to address new questions and emerging problems.

So, I am honoured to be leading the Institute of Imagination at such a critical time, to deliver a practical, scalable and transformative solution. Imagination can change lives and the world for good.

Developing imagination and creative thinking helps prepare children to adapt and build resilience, undertake work that cannot easily be replicated by machines, and address increasingly complex challenges with innovative solutions.

We put imagination at the centre of learning for children to ensure they have the creative skills and aspiration they need for the future.

To achieve that aim to raise £5million to empower half a million marginalised children with our creative learning experiences. And we want to reach millions more too by engaging the education system to value creativity to equitably prepare children for the future.

**We can't do this alone, so we hope our work and plans inspire you to join us.**



**Martin Allen Morales,**  
CEO

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01

Who we are



# institute of imagination

We believe imagination is the  
super-power of the 21<sup>st</sup> Century.

We design, deliver and champion creative learning experiences across the arts, sciences and digital technologies. These empower children today to believe they can build a just, fair and sustainable world tomorrow.

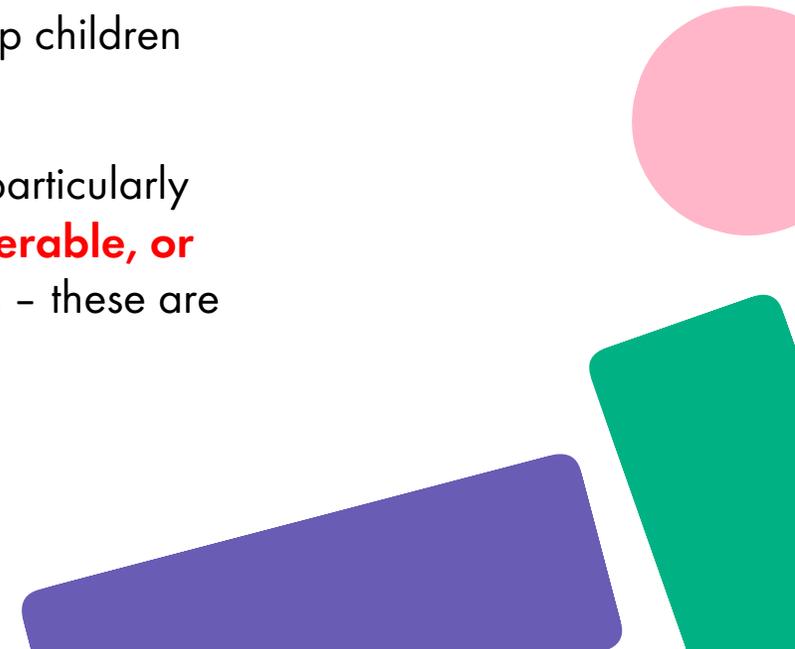


**Our vision** is for every child to have the skills and opportunity to imagine and achieve their fullest potential.

**Our purpose** is to create the space, tools, and opportunities for creativity to thrive.

We focus on two critical outcomes – **creativity and ambition** to help children achieve their potential

Targeting children aged 5-11, particularly those from **marginalised, vulnerable, or disadvantaged backgrounds** – these are the children who miss out most.



# We've grown our work by adapting and evolving our role according to the needs of the children we work with

## FOUNDED IN 2011

Our work has directly sparked the creativity of over 120,000 children

Working with partners, supporters and donors including:



## PRE-PANDEMIC

Venue based activities

100s of experiences at schools, pop-ups, arts centres and through our Imagination Lab

## PANDEMIC

Move to virtual world

Focus on programmes and digital delivery. New products developed such as The Imagination Box.

## TODAY

Hybrid delivery and movement making

Blended learning experiences with primary schools and marginalised communities to address skills gaps and ambition.

Acting as a catalyst for change: developing and sharing research on the power of imagination.



# We've had great success

## Our Impact

**100%**

of teachers have said that our programme allowed them to use creativity in the curriculum

**98%**

of teachers thought that our programme helped children to inspire their self-potential

**95%**

of children said that our programme helped them be creative and think of new ideas

**85%**

of children said that our programme helped them feel like they can change things for the better

## Our Reach to Date

### Programmes

**120,000**

Children

**1,118**

Classes

**758**

Schools

**6,625**

Children with SEND

### Products

**3,500**

families with special educational needs and disabilities, refugee families and terminally ill children

**7,000**

further beneficiaries

“

“I know what I want to do with my life now! I want to be a front-end developer, to develop inventions that will help people, my community, and the world!”

*Child*

“It has been a huge source of inspiration for children. It has introduced some children who would never have had the opportunity to experience these technologies a chance to try them out.”

*Teacher*

“Our daughter is only able to say a few words. However, you could tell she enjoyed the activities and liked the one-on-one time doing something new!”

*Parent of child with special educational needs*

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02

# The challenge

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Children today face an uncertain future, one where imagination and creativity will be crucial

65%

of children entering primary school today will ultimately end up working in completely new job types that don't yet exist

The World Economic Forum state that the top three skills needed to be able to thrive in a more automated world are **problem solving, critical thinking and creativity**



# A lack of opportunity to develop creativity and aspiration

prevents children reaching their potential, especially children from marginalised communities.

**By the age of seven, children are already facing limits on their future aspirations in work**

OECD, 2019

**We need to tackle the kind of career stereotypes and narrow aspirations that tend to form in the primary years before lasting into adulthood**

Teach First and the Education and Employers charity, 2019



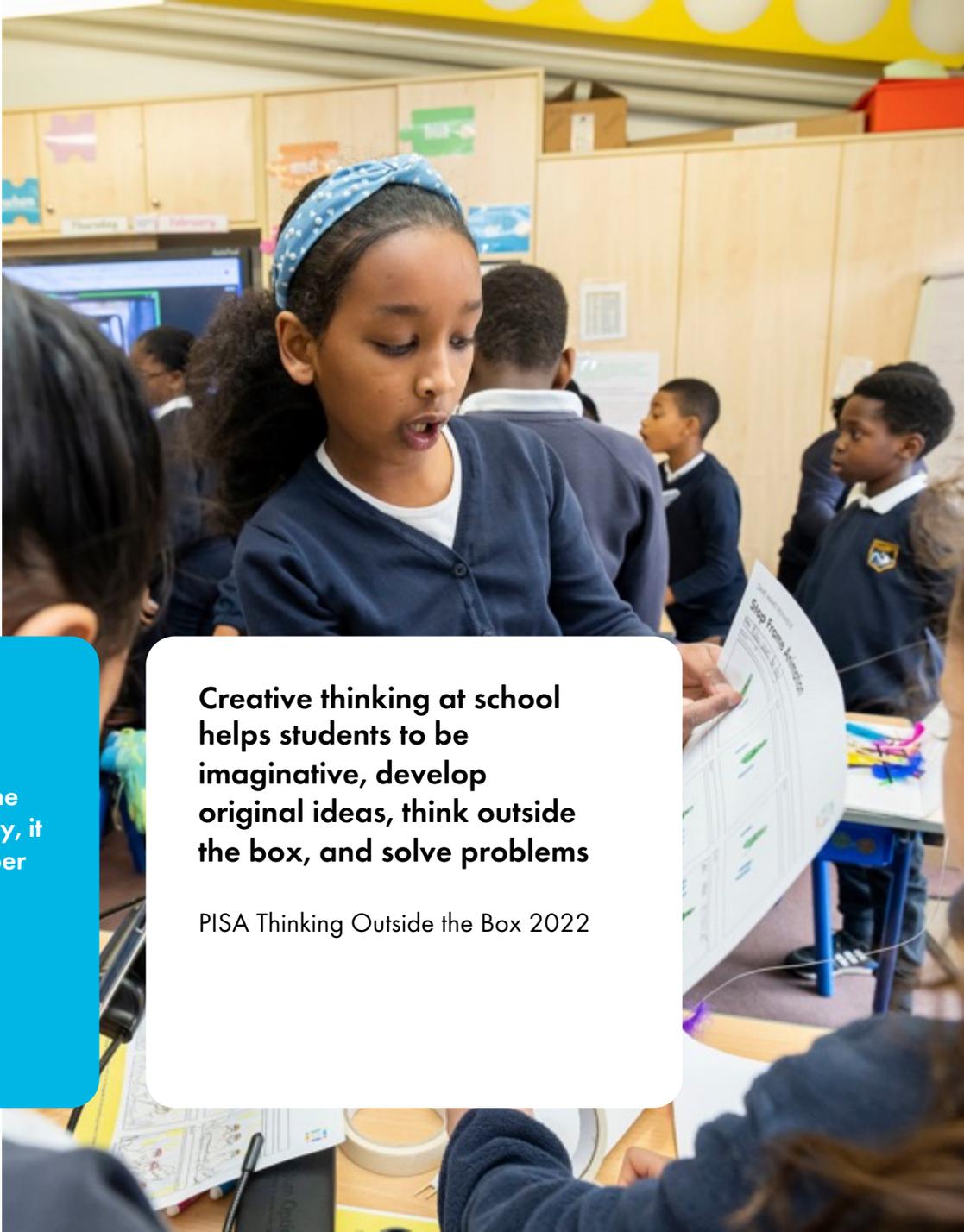
# We are failing to prepare children for the future

Despite growing evidence that creative competencies are as vital as literacy and numeracy the primary curriculum has narrowed its focus, with negative impacts for their social and emotional learning.



"It's all about rote-learning, not about using your imagination. The system doesn't measure creativity, it measures what you can remember in terms of other people's facts"

Sir James Dyson

A photograph of a classroom where several children in school uniforms are gathered around a table. A girl in the foreground is looking at a large sheet of paper with a graph and text. Other children are visible in the background, some looking at the paper and others engaged in their own activities. The room has wooden cabinets and educational posters on the wall.

**Creative thinking at school helps students to be imaginative, develop original ideas, think outside the box, and solve problems**

PISA Thinking Outside the Box 2022



The iOi is uniquely placed  
to address this

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03

# Our model for change

# Our model for change

Reimagining the future



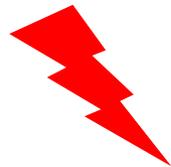
# How - Schools

Global curriculums have narrowed with a focus on subjects like numeracy and literacy, leaving creative and imaginative time to be programmed out of the school day. Our free [Schools Programme](#) has been designed for children aged 5 to 11, helping them to build future critical skills as well as developing their literacies in digital, design and engineering concepts, and scientific enquiry (STEAM). ways of learning back into the curriculum and into the classroom.



## Meaningful topics

Stakeholder led topic based activities that cross the themes of **People, Planet and Purpose**



## Live Broadcast

Ability to reach **classrooms** locally and nationally through interactive live broadcast direct to children



## Support for teachers

with training, materials and resources to continue **engagement through the curriculum**, enrichment and extra curricular activities



## Scalable reach

Ability to work with clusters of schools regionally and nationally with over 16,000 primary schools across England.

## How - Communities

Communities in disadvantaged areas struggle to provide opportunities for children to learn and engage through creative and digital activities. [Digital Heroes](#) is a programme designed to build confidence, aspiration and wellbeing, as well as core digital skills and digital literacy and will serve vulnerable communities. We work with community centres to reach families on the fringes of society such as migrants and refugees, those digitally excluded and children in virtual schools from the highest areas of deprivation.



**Targeted** communities working with **hyper local groups** to support marginalised children and families



Highly engaging workshops that **foster digital creativity** and fuse the learning with **innovative tools** and materials



Partnership with **Hubs** imbedded in the community who **know their audiences** and **understand their needs**



Building **sustainability** within communities through **training and support** that fosters **legacy work**

# How - Catalysing

Deepening of evidence and research into the power of Imagination and creativity in learning in partnership with institutions. Using existing and creating new researched evidence on 'the need' and where we can have the greatest impact



Partnership research with **Bath Spa University** exploring the **power of imagination** and creativity



Building a **global network** of institutions and academics, leading **progressive thinkers** in the sphere of imagination



Working with **stakeholders** to engage in **action research** and create fluid pathways for two-way engagement



A renewed **Theory of Change** to focus impact on the power of imagination and its ability to **foster creativity and aspiration**

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04

**Our ambition**

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By 2025 we want  
to help prepare  $\frac{1}{2}$   
million children for  
the future through...



These deep powers of imagination  
are at the heart of what it is to be  
a human being



The late Sir Ken Robinson, Renowned educator,  
Founding iOi Patron

Scaling our delivery

Championing the  
power of imagination

# Scaling our delivery



Expand our **Schools Programme** to 54 UK regions and 6,145 classrooms to empower 7,680 teachers and 184,000 children



Grow our **Community Programme** to 45 hubs and 15 locations to reach 100,000 children and families



Grow our **Imagination Box** and other **Products** and tools to reach 150,000 children



Through our **Platforms** reach over 50,000 families online



Into the future this work will indirectly empower millions more children, teachers, community leaders and mentors to tap into imagination as their superpower

# Target locations

## 2023

Tower Hamlets, Islington, Barking and Dagenham, Hackney, Southwark, Lewisham, Lambeth, Enfield, Greenwich, Haringey, Newham, Waltham Forest, Brent, Hammersmith & Fulham



## 2023-25

Manchester, Liverpool, Knowsley, Middlesbrough, Blackpool, Kingston upon Hull, Nottingham, Hartlepool, Birmingham



# Championing the power of imagination



Publish our data and establish **Research partnerships**



Host a **Summit** for global leaders in Imagination and creativity



Imagination **Awards**



**Campaigns and events** to raise profile and create change



Children's Imaginator **Network**



Through this catalysing work we aim to directly engage children, families, educators, and leaders in the next 3 years to create a movement for change

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05

**Join us!**

## We can't get there alone

We are aiming to raise £5m to achieve our ambition and are looking for Campaign Leaders, Patrons, and Partners to join us



How it could be achieved:

SUPPORTER LEVEL	Annual Gift	Gift over 3 years	Number Required	Total
LEADER IN IMAGINATION	£250,000	£750,000	1	£750,000
	£150,000	£450,000	2	£900,000
	£100,000	£300,000	4	£1,200,000
	£50,000	£150,000	6	£900,000
IMAGINATION PATRON	£30,000	£90,000	6	£540,000
	£20,000	£60,000	7	£420,000
IMAGINATION PARTNER	£10,000	£30,000	10	£300,000
<b>TOTAL</b>		<b>3 years</b>	<b>36 gifts</b>	<b>£5,010,000</b>

# Your support can create massive impact. Can you commit to an annual gift?



**£250k**

**(£750k over  
3 years)**

Helps 75,000 children develop creativity and ambition via our creative school and community programmes



**£150k**

**(£450k over  
3 years)**

Fund our Imagination box and other creative tools for 150,000 marginalised children



**£100k**

**(£300k over  
3 years)**

Would help us scale into 3 new regions comprising 3 community hubs and circa 16 schools



**£30k**

**(£90k over  
3 years)**

Could fund our Platform to enable 100,000+ children to develop their creative skills online



**£20k**

**(£60k over  
3 years)**

fund our Imagination Summit in 2025



**£10k**

**(£30k over  
3 years)**

would support our Imagination research programme

# Join us in helping prepare children for the future!



## Become a **Leader in Imagination**

- Join our Campaign Leadership Board (with other leaders and funders)
- Host the Imagination Summit or Awards
- Lead Sponsorship of an iOi programme
- iOi "Leader in Imagination" award and logo

## Become a **Patron of Imagination**

- Host our Imagination Awards
- Co-create a programme, product or platform

## Become a **Partner of Imagination**

- Collaborate on or sponsor our research programme
- Thought leadership and PR opportunities
- Campaign updates and impact reports
- Project visits and volunteering- the chance to see work first-hand



## Join the **Imagination Leadership Council**

A fundraising leadership group of 8-12 high level campaign donors aiming to raise campaign income

- Each member will pledge a personal campaign gift (or via their company or foundation) and commit to asking others to join them
- Members will lend their profile and credibility to open doors to prospective funding

**Improving students' capacity for problem-solving could add an additional \$2.5 trillion to the global economy**

The World Economic Forum Education 4.0, May 2022

# A message from our Chair

I firmly believe that creativity and imagination are critical in helping society address the global challenges we face – now and in the future.

**In our rapidly changing world, supporting children to develop creativity and aspiration is one of the most important things we can do.**

Especially for those with less opportunity. Empowering children to unlock the innovator and entrepreneur within them, and their imagination, is an inalienable right.

The iOi has been delivering creative learning experiences for over 10 years. **We understand the power of creativity. Now more than ever, we must scale our reach, and be a force for change within the education system.** With access to creative learning, our children will be prepared for an uncertain future and be equipped with the confidence and ambition to thrive.

I hope you will join me in supporting this campaign to empower half a million children by 2025 to reach their fullest potential using **the superpower of their imaginations.**

Thank you.



**Basil Demeroutis,**  
Chair of the Board of Trustees

# Our Leadership Team



**Martin Allen Morales**  
CEO

Ex Apple and Disney, award-winning social entrepreneur, Big Issue Invest Board Member



**Sally Bateson**  
Campaign Director

Fundraising Advisor, Cherie Blair Foundation, East End Community Foundation West London Zone



**Kimberley Mitchell**  
Director of Development

Former Head of Philanthropy at Stonewall and Terrence Higgins Trust



**Tom Doust**  
Executive Director

Educational leader, social changemaker, 2013 Clore Fellow with Nesta



**Catherine Lambert**  
Head of Marcomms

Charity and Arts Marketing Leader, Global Brand Manager at Gunnebo AB and South Korean agency KOCCA



**Damian Griffiths**  
Director of Finance and Enterprise

Chartered Accountant, EY, New Solutions and various charities



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Registered Charity No: 1109276

## Trustees & Ambassadors



**Basil Demeroutis**  
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**Michelle Dorion**  
Vice Chair



**Alan Greenberg**  
Trustee



**Bethany Koby**  
Trustee



**Charlie Metcalfe**  
Trustee



**Claire Tavernier**  
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**Diana Uehlein**  
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**Dr Lynne Guyton**  
Trustee



**Kate Grussing CBE**  
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**Lady Ashley  
Shaw-Scott Adjaye**  
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**Mary Reilly**  
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**Simon Sotomey**  
Trustee



**Tracey Gilbert**  
Trustee



**Abdi Omar**  
Ambassador



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Registered Charity No: 1109276

## Co-Founders & Patrons



**Michelle Dorion**  
Co-Founder



**Diana Uehlein**  
Co-Founder



**The late Sir Ken Robinson**  
Renowned Educator  
Founding Patron



**Professor Alison Gopnik**  
Founding Patron



**Michael Morpurgo**  
Patron



**Dame Mary Marsh**  
Patron



**Mark Wallinger**  
Patron

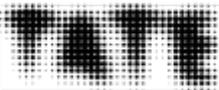


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## Examples of our Partners

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06

# Appendices

# Schools Scaling Plan

2023



**1,200** School Classes



**36,000** School Children



**1,500** School Teachers



**12** Geographical Regions

2024



**1,985** School Classes



**59,550** School Children



**2,480** School Teachers



**18** Geographical Regions

2025



**2,960** School Classes



**88,800** School Children



**3,700** School Teachers



**24** Geographical Regions

# Communities Scaling Plan

2023



**19,600** Participants



**9** Partnership Hubs



**3** Geographical regions

2024



**33,000** Participants



**15** Partnership Hubs



**5** Geographical regions

2025



**47,400** Participants



**21** Partnership Hubs



**7** Geographical regions

## Imagination Products

Imagination and Creativity need sparks. Not all families have access to content and materials to help ignite their creative learning. Brilliant content and highly engaging products help support parents and carers to build creative activities into their every day.



Development of products that spark **creativity in the home** with inspiring content and relevant **materials** as prompts



An **Imagination Box** that can land on the doormat of children across the country. With a focus on **children with SEND** and their families

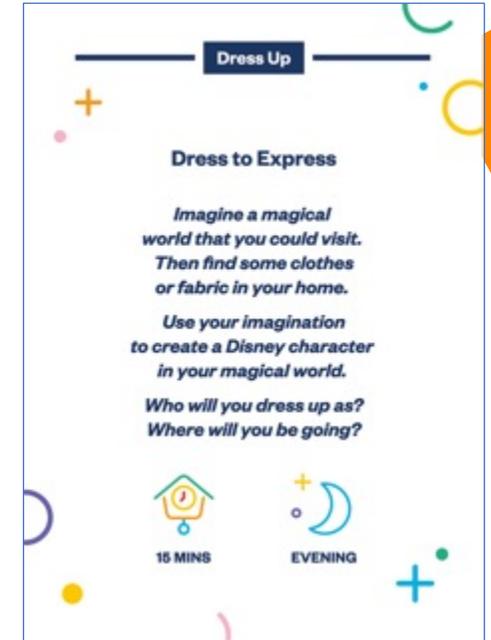
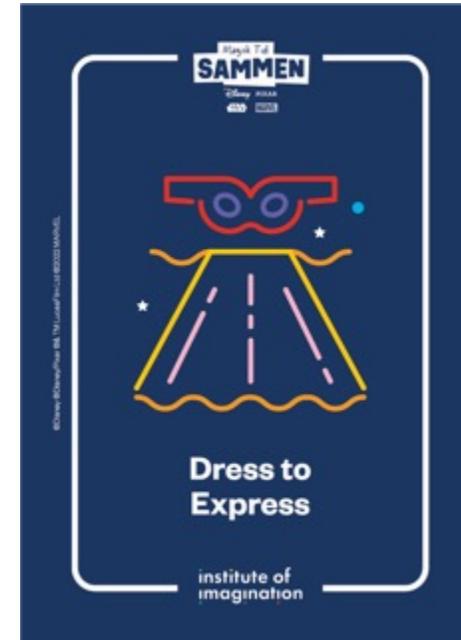
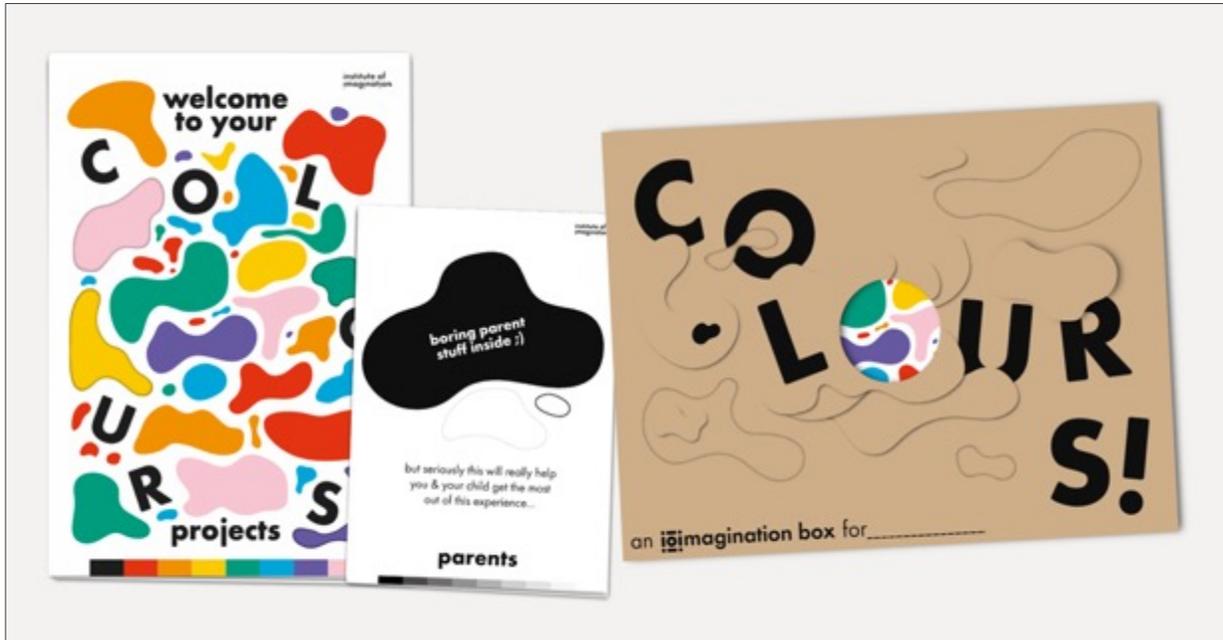


Opportunities to extend and **grow products**, which develop iOi's **content** and slot into **brand and partnership moments** and campaigns



**Co-production** of products with **collaborations** and alignment to iOi's themes of **People, Planet and Purpose**

# Imagination Product opportunities



## Platforms

Providing highly engaging content to audiences through digital platforms enabling the iOi Experience to be accessible on demand through visual and audio channels.



Strengthening iOi's **digital content** for educators and parents. **On demand** video to support programmes



**Audio** content to support creative learning. **Podcasting** tools to amplify imaginative thinking and to give **children greater voice**.



**Partnership and collaboration** to support platforms with iOi's creative content. Use of existing platform tools to amplify and reach new audiences.



**Innovation** through **prototyping** new ideas with iOi's audiences and building engagement with **stakeholders**.

# Platform development

The screenshot shows the 'iOi at home' website. At the top, there are navigation links for 'Watch', 'Experience', and 'Discover'. On the right, there are buttons for 'Visit iOi', 'Donate', and 'Newsletter sign up'. The main header area is green and features the word 'Watch' in large white text, with the tagline 'Videos to spark your imagination!' below it. A filter bar contains 'Topics', 'Age group', 'Programmes', and 'For SEND'. Below the filter bar is a grid of eight video thumbnails. Each thumbnail includes a video player, a duration, a category tag (e.g., 'DIGITAL MAKING', 'EVERYDAY OBJECTS', 'CREATIVE CODING'), and a title. The titles are: 'Save Make Reinvent: Stop Frame Animation', 'Save Make Reinvent: Natural Inks', 'Save Make Reinvent: Lego WeDo', 'Save Make Reinvent: Junk Bots', 'Save Make Reinvent: How to Make a Tablet Stand', 'Save Make Reinvent: Playing with Motors', 'Save Make Reinvent: How to Make a Balloon Car', and 'Experimental Cities: Microbit Smart Cities'.

The screenshot shows the 'imagination matters' website. At the top, there are navigation links for 'ABOUT', 'IMAGINATION MATTERS', and 'SUBMIT AN ARTICLE'. A search bar is located on the right. The main content area features three article thumbnails. Each thumbnail includes an image, a title, a date, and a short text excerpt. The titles are: 'The big idea: Should we leave the classroom behind?', 'This is what the high street of the future will look like', and 'The role of creativity in schools'. Below the thumbnails is a large grey box with the text 're-imagine your world'. On the right side, there is a 'RECENT POSTS' section with two entries: 'The big idea: Should we leave the classroom behind?' and 'This is what the high street of the future will look like'.



## References

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