

## WHO WE ARE

**Create is the UK's leading charity empowering lives through the creative arts.**

We know that unleashing creativity ignites imaginations, develops confidence and builds relationships. Like setting off a firework, our professional artists light the touch paper and our participants discover new found self-belief and a desire to try more, do more and be more.

We're a national charity that champions local priorities by collaborating with our partners to tailor every project to each individual's needs. We believe that everyone – regardless of circumstances, behaviour, age, gender, race or disability – deserves the chance to fulfil their potential. Most projects are collaborations with community partners which have specialist knowledge of local priorities and the participants that they exist to serve.

Our focus is on engaging the most marginalised participants in inspiring, sustainable arts programmes – delivered in familiar settings where they feel comfortable and safe – in areas where provision is poor and engagement in the arts is therefore low. We prioritise our work with seven participant groups: young patients; disabled children and adults; young and adult carers; schoolchildren (and their teachers) in areas of deprivation; vulnerable older people; young and adult offenders (and their families); and marginalised children and adults.

*"Creativity takes you away from this place and helps you grow."* Participant

Many of our programmes are developed and delivered in partnership with the business community, helping to meet their Corporate Responsibility (CR) priorities. Every project we deliver is rigorously evaluated because we're passionate about providing inspiring and empowering creative experiences that have a lasting impact. We also evaluate the longer-term impact of our work through the *Making it Matter* initiative, which revisits two projects each year, 6-24 months after they took place.

*"Create never ceases to come up with innovative projects, which it then delivers with enthusiasm and professionalism. On a recent visit, it was fantastic to witness first-hand the benefits projects can bring to disadvantaged young people."* Funder

We know from experience that drama can build an isolated young carer's self-esteem, that storytelling can strengthen the bond between a young offender and the loved ones waiting for him at home, and that music can help ease the anguish felt by the parent of a child with a life-limiting condition.

One spark of creative energy opens up a world of positive opportunities. **Create lights that spark.**

## AWARDS

2017 ~ Charity Awards Arts, Culture and Heritage

Children & Young People Now Young Carers ~ Highly Commended  
Children & Young People Now Youth Justice ~ Highly Commended  
Children & Young People Now Youth Work ~ Highly Commended  
East End Community Foundation ~ Smooth Sailing  
FSI Small Charity Big Impact  
Koestler (4 awards)

2016 ~ Children & Young People Now Arts and Culture

Creative Vision  
Koestler (22 awards)

2015 ~ Charity Times PR Team of the Year (with an income of less than £10 million)  
Koestler (18 awards)

2014 ~ Koestler (12 awards)

2013 ~ Business in the Community South East Local Impact Award, Building Stronger Communities (British Land/Create)  
Koestler (5 awards)

Royal Society for Public Health Arts and Health ~ Special Commendation

2012 ~ Koestler (3 awards)

Lord Mayor's Dragon Award for Social Inclusion (Reed Smith/Create)

### Award shortlists

2016 ~ Charity Times Charity of the Year (with an income of less than £1 million)  
Third Sector Charity of the Year

2015 ~ Charity Times Charity of the Year (with an income of less than £1 million)  
Children & Young People Now Youth Justice  
People's Art Prize

2014 ~ Signature Organisational Achievement  
Children & Young People Now Young Carers  
Directory of Social Change Everyday Impact

2013 ~ Charity Times Charity of the Year (with an income of less than £1 million)

## VISION, MISSION, CORE BELIEFS & VALUES

### VISION

For a fair, caring, inclusive society in which every individual is empowered to fulfil their potential.

### MISSION

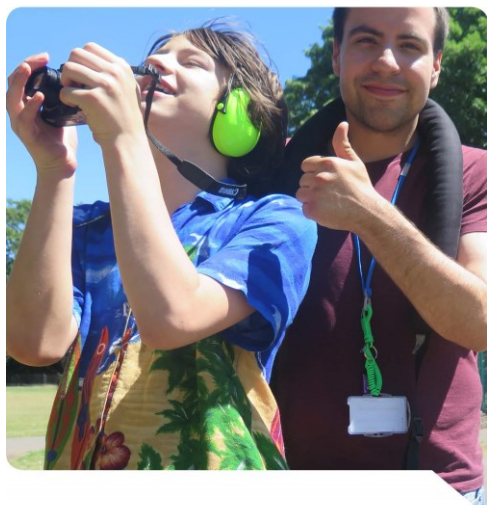
To use the creative arts to empower the lives of society's most disadvantaged and vulnerable people by enabling them to develop creativity, learning, social skills and self-esteem.

### CORE BELIEFS

- That everyone – regardless of circumstances, behaviour, age, gender, race, disability or sexuality – deserves the chance to fulfil their potential.
- That high quality creative arts activities have the power to transform lives.
- That everyone has an important role to play in making society fairer, more caring and more inclusive.

### VALUES

- **Creativity** ~ encouraging a creative approach to every area of our performance
- **Excellence** ~ seeking to attain the highest standards in all activities
- **Valuing the individual** ~ recognising and nurturing each individual's unique talents
- **Passion** ~ being passionate in our motivations and performance
- **Flexibility** ~ listening and responding creatively to all stakeholders' needs
- **Integrity** ~ imbedding honest and fairness in all we do



## NICKY GOULDER

### CO-FOUNDER & CHIEF EXECUTIVE



Create was born from the vision Nicky had in December 2002 of a charity that would use the power of the arts to transform lives. She is motivated by her longing for a fair, caring, inclusive society in which every individual can fulfil their potential.

Prior to co-founding the charity in July 2003, she was Chief Executive of the Orchestra of St John's. She has extensive experience in creative arts management, before which she was a Marketing Executive at KPMG. She was a volunteer Childline Counsellor for five years before becoming a Samaritan in January 2002; was on the YouthXpress leadership team at Southwark Cathedral between 2007 and 2017, where she worked with young people aged 11-18; and is Vice Chair of the Queen's Nursing Institute. Nicky has a First Class BSc (Hons) in Marketing (with arts) and the Chartered Institute of Marketing Diploma. In 2013, she completed a Certificate in History of Art at Birkbeck College, University of London, for which she was awarded Distinction.

### AWARDS

- 2017 ~ Directory of Social Change *Influencer* ~ Runner-up
- 2015 ~ *#SocialCEO*
- 2014 ~ Charity Times *Rising CEO Star* ~ Highly Commended,
- 2013 ~ *Clarins Most Dynamisante Woman of the Year*

**Chairman:** Eddie Donaldson **Chief Executive:** Nicky Goulder **Ambassador:** Alistair DK Johnston CMG **Patrons:** Sir Matthew Bourne OBE . Esther Freud Dame Evelyn Glennie . Howard Goodall CBE . Ken Howard OBE RA . Erwin James . Shobana Jeyasingh MBE . Tim Marlow . Nicholas McCarthy . Lord Moynihan . Susannah Simons **Trustees:** John Broadis . Eddie Donaldson . Tim Jones . Marit Meyer-Bell . Vanessa Sharp . Carol Topolski

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