

Young Enterprise in Action: Matilda, Evelyn and Zoe

Enterprise, Advocacy and Real-World Impact

At Aston Rowant School our Young Enterprise programme encourages pupils to apply enterprise skills in meaningful, real-world contexts. One particularly powerful example of this is the pupil-led fundraising initiative developed by Matilda, alongside her friends Evelyn and Zoe, which combined entrepreneurship, teamwork and social responsibility.

This enterprise project grew from a deeply personal motivation and demonstrates how children can transform ideas into action with purpose, sensitivity and determination.

Identifying a Purpose and Planning an Initiative

Following the support Matilda and her family received from Sobell House Hospice, she wanted to do more than simply say thank you. She identified a clear purpose: to raise money so that other families could benefit from the same compassionate care.

Together with Evelyn and Zoe, Matilda planned a child-led enterprise project, deciding how best to raise funds and communicate their message. The girls discussed ideas, made decisions about what to create and sell, and planned when and where activities would take place.

Running an Enterprise Project

The pupils independently organised and delivered a range of fundraising activities, including:

- A 'Name the Bear' competition, using a teddy donated by Matilda
- Designing and making handmade jewellery and bookmarks
- Selling items at the school gate over an extended period
- Running a stall at the Christmas Fayre, selling nearly-new items donated for the cause

Through these activities, the children developed key enterprise skills:

- Budgeting and handling money
- Setting prices and managing stock
- Communicating confidently with customers
- Working collaboratively and solving problems as they arose

Communication and Leadership

Throughout the project, the girls demonstrated confidence and maturity when explaining:

- Why they were fundraising
- What Sobell House Hospice does
- Why the cause mattered to them

They showed strong leadership skills and a growing sense of advocacy, learning how to engage others respectfully and effectively - an essential aspect of enterprise education.

Measuring Success and Impact

The project culminated in the presentation of a £500 donation to Sobell House Hospice. The girls were proud to see the tangible result of their enterprise efforts and to understand how their work would support services such as specialist nursing care and family and bereavement support across Oxfordshire.

Their success reinforced the key enterprise message that: *careful planning, perseverance and teamwork can lead to powerful outcomes.*

Learning Beyond Fundraising

In addition to financial success, the project had a wider educational impact. Pupils engaged with age-appropriate resources provided by Sobell House, helping them develop understanding, empathy and awareness around illness and bereavement.

This project also informed the school's ongoing work to strengthen provision for children facing personal challenges, ensuring that compassion and understanding remain central to school life.

Celebrating Enterprise and Purpose

We were honoured to welcome Ariya Nair, Relationships Fundraiser from Sobell House Hospice, who met with the children, accepted the donation and thanked the girls for their extraordinary efforts.

Matilda, Evelyn and Zoe were recognised not only for their kindness, but for their enterprise skills, leadership and courage in taking action for something they believed in.

Enterprise with Meaning

This project exemplifies our approach to Young Enterprise at Aston Rowant School:

- Pupils identifying a real need
- Planning and leading their own initiative
- Applying financial and organisational skills
- Creating meaningful change through enterprise

It shows that enterprise education is not just about business — it is about initiative, responsibility and using skills to make a difference.

