

# We're dedicating our lives to CAMPAIGNING for CHILDREN

In our "Shaping the future" category, meet the 50+ women who are working with children and young people for a better world for us all

## "In middle age I've found enormous satisfaction"

### THE INTENSIVE CARER FOR BULLIED CHILDREN

✦ Carrie Herbert MBE, 67, is a leading authority on bullied children and the founder of Red Balloon Learner Centre charity, "intensive care schools" for bullied children,

offering full-time intense care education in a therapeutic setting. Since 1996 the charity has helped more than 700 children – many of whom were suicidal. The charity

has a 95% success rate of getting bullied children back into mainstream education.

**Carrie says:** "There are nearly 100,000 children aged 11-15 not in school, partly or wholly because of bullying. I entered the workplace as a young, naive teacher. In middle age, I've found enormous satisfaction from providing young people with an education and wellbeing programme that goes a long way to helping them move on."



## "230,000 more women work in these core industries now"

### THE CHAMPION FOR GIRLS IN STEM CAREERS

✦ Helen Wollaston, 56, campaigns for girls and women in science, tech, engineering and maths (STEM) as chief executive of WISE, the campaign for gender balance in STEM careers. She created role models in the form of the WISE Young Women's Board – 12 women who are successful in their STEM industries. Currently, just 17% of ICT, 8% of engineering and 2% of construction apprentices finishing their course last year were women.

**Helen says:** "As a small organisation we focus our efforts on girls aged 11-14, the time when they choose options at school. My proudest achievement is that there are 230,200 more women working in core STEM occupations than in 2012."



## "I want to focus positively on our young people"

### THE GANGS AND GUN VIOLENCE FIGHTER

✦ Dr Erinma Bell MBE DL, 53, founded a charity which, with police, has reduced gun violence by 92% in Moss Side. Carisma (Community Alliance for Renewal, Inner South Manchester Area) was set up by the award-winning peace activist in 2003 to give young people positive alternatives to street and gun crime.

**Erinma says:** "There's still a lot of work to be done – I want to focus positively on our young people and not perpetuate the stereotypes. My proudest achievement is having a statue of myself made out of 50 recycled guns, which sits in Manchester Town Hall."

## "There is nothing better than playing a part in helping children realise their full potential"

### THE SPORTING CAMPAIGNER

✦ Jane Ashworth OBE, 58, is co-founder of StreetGames UK Ltd, a charity that takes sports to children in disadvantaged areas, helping them to build skills, confidence and self-belief. The charity has reached over 500,000 children and young people since 2005. Fit and Fed, their summer holiday activity programme with food, tackles holiday hunger, inactivity and isolation.

**Jane says:** "Our projects help young people to be healthier, safer and more successful. There is nothing better than playing a part in helping children realise their full potential."



## "I offer help that wasn't available to me"

### THE HELPER FOR ANXIOUS TEENS

✦ Lisa Skeffington, 51, is an anxiety consultant for teenage girls, using her own difficult background of abuse and food issues to support others. She has helped over 1,500 girls, mothers and families and believes that if caught early and helped, teenage girls with anxiety, stress, low self-esteem and confidence do not grow into women in crisis.

**Lisa says:** "As a troubled teen due to years of domestic abuse, I found within myself the resources to learn to believe in myself, get away, heal and move on with my life. I strive to offer support to teenage girls that I needed in my life then, which was not available to me at that time."



amazing women

## Meet the country's most inspiring entrepreneurs

Read on for our business category – women making millions from a single idea. And they're all over 50!



## "Dragons' Den rejected me but I went ahead anyway"

### THE DOG BOWL MILLIONAIRE

✦ Natalie Ellis, 50, invented the multi-award-winning Road Refresher bowl for her Miniature Pinscher to drink water on long journeys without it spilling. A single mum who left school with no qualifications, she appeared on *Dragons' Den* and was rejected – but went ahead with her idea anyway. Now her company, Prestige Pets, sells in 42 countries – the Obamas even bought one when they were in office. [prestigepets.co.uk](http://prestigepets.co.uk)

**Natalie says:** "*Dragons' Den* told me I couldn't take on the USA as it would eat me alive. I went there with Road Refresher and within nine months it had become the fastest-selling dog bowl on Amazon [plus was stocked in Walmart]. My smartest move was bringing Road Refresher to market. I've patented it, diversified and brought out other new products I've also patented. Inventions are my passions. Midlife for me is a time to really reach my goals." >>

## amazing women



**“I remember thinking ‘if only you could bottle this’. So I did”**

### THE FRAGRANCE GURU

✦ Jayne Kethro, 55, worked for 15 years at Molton Brown before launching her luxury fragrance company T-London. She creates candles, room fragrances and bath and body products that are sold internationally to hotels, private members' clubs, in Fenwick and online. [t-london.com](http://t-london.com)  
**Jayne says:** “I remember a trip to Mexico, sipping a cup of tea overlooking the turquoise waters, catching a hint of lime blossom in the air and thinking, ‘if only you could bottle this’. That was when the seed of T-London was sown. I wanted to create fragrances blended to trigger memories of special moments that always seemed to happen when I had a cup of tea in my hand – this is why the collections are named after teas.”



**“I left school at 15 with no experience”**

### THE QUEEN OF SNACKS

✦ Nimisha Raja, 54, got her business idea for air-dried fruit and veg crisps when she owned a café across the road from a school and saw the constant battle between parents trying to persuade their children to have fruit as a snack while children bartered for crisps. She founded Nim's Crisps in 2012 and to launch her business she sold her house and bought a 10,000sq ft factory. Tesco, Co-op and Ocado now stock her products and she has won awards for the air-drying innovation. [nimsfruitcrisps.com](http://nimsfruitcrisps.com)  
**Nimisha says:** “I left school at 15 with no experience of running a business. But I have an innate belief that anyone can do anything with the right mind-set. My proudest moment was producing something no one else had made before. The icing on the cake was winning awards in the first year. Now I know I can do pretty much anything I want to.”



**“I have survived leukaemia, kids and other chaos – I'm keen**

**to enjoy midlife, whatever happens”**

### THE TRUCKING GENIUS

✦ Pauline Dawes, 61, was stuck in traffic when she had a lightbulb moment: she wondered why nobody was using the space underneath trailers. So she invented SOMI – same on outside, more inside – which contains eight extra pallets and saves thousands of tonnes of CO<sub>2</sub> a year. Pauline, who left school at 15, took A-levels part-time, went to Cambridge University at 38, is now MD of SOMI Trailers, [somitrailers.com](http://somitrailers.com)  
**Pauline says:** “I love that my job can help raise the profile of women in a man's world of engineering and trucking. My proudest moment was winning the Jaguar Land Rover Innovation Award. But I'm keen to enjoy midlife – whatever happens. I've survived leukaemia and kids and other chaos, so I am going to smile and get on with it.”

**“I changed my career and started my business when I was in my late 40s”**

### WEDDING CAKE MAKER TO THE STARS

✦ Rosalind Miller, 60, started making beautifully-decorated cupcakes for a weekend market stall, moving on to elaborate wedding cakes in 2011. Since then she's been (twice) awarded Wedding Cake Maker of the Year for her spectacular creations, which include sugar castles for celeb weddings, Middle Eastern royal weddings and a giant gingerbread house for Harrods' window. As well as working with luxury retailers, she has a ready-to-order confection range, [confectionbyrosalindmiller.com](http://confectionbyrosalindmiller.com)  
**Rosalind says:** “I've always been a creative person – my background is in art and design – and I saw an opportunity to put my creativity into baking. We often do large overseas events, which can involve a huge cake sometimes three metres high – the logistics can be very challenging! Luckily, I have a very trusted business partner in my daughter, Yasmine. I changed my career and started my business when I was in my late 40s. Age has never concerned me or stopped me making a leap into doing something new.” **w&h**



## THE SHORTLIST CATEGORIES

### SHAPING THE FUTURE

Working with children for a better world for us all

### SUPER ENTREPRENEURS

Inspiring stories of business start-ups

### BEST IN BUSINESS

Doing exciting things in the world of work

### CHAMPIONS OF THE ARTS

Fuelling our passion for culture

### ‘DON'T TELL ME I CAN'T’

### JD WILLIAMS AWARD

Women making a difference in new and interesting ways

### CELEBRITIES DOING GOOD

Stars of stage and screen who also do wonderful work for charities

### SOCIAL INFLUENCERS

Best bloggers and vloggers shouting about midlife

### CHANGING OUR COUNTRY

Women in high places dedicated to making our lives better

### PLUS OUR TWO READER-NOMINATED CATEGORIES:

Community heroes and Friendship above and beyond

✦ Winners will be announced in our November 2018 issue.