



**inner wings**  
A Confidence Building Foundation



# Inner Wings Brochure

## Who Are We?

Inner Wings is a charitable foundation based in London, UK. Co-founded by Melissa Di Donato Roos and Darren Roos, Inner Wings' mission is to build confidence in children aged 6 to 12, especially girls. We believe that equipping children with a confidence toolkit - through our range of school programmes, events and children's books - will help them to discover their unlimited potential and pursue their dreams, whatever they may be. This is more critical than ever after the pandemic, which has seen children's mental health significantly impacted by lockdowns, and anxiety an increasingly prevalent issue.

## The Problem

Confidence has a crucial effect on career aspirations and mental health, yet girls in particular suffer significant confidence drops growing up. Studies show that:



**61%** of 10 to 17-year old girls in the UK have low self-esteem <sup>\*1</sup>



**39.2%** of 6 to 16-year olds have experienced deterioration in mental health since 2017 <sup>\*2</sup>



Confidence levels in girls fall by **30%** between the ages of 8 and 14 <sup>\*3</sup>

### Data sources

1. Dove Self-Esteem Project 2. NHS 3. YPulse & The Confidence Code for Girls



## What We Do

4,000+ children and counting!

60+ partner schools across the UK!

### School Programmes



Inner Wings' main focus is to bring free confidence-building programmes to primary schools across the UK. 'Finding Your Superpower' supports children to realise their unique potential and to develop a growth mindset. The programme helps children find out what drives them, what makes them feel amazing and what makes them unique. It is also available as a YouTube mini-series that can easily be done at home. 'Finding Your Voice' is a follow-on public speaking programme that gives children the skills to verbally convey a message, from one-to-one exchanges to large audiences. The programme gives children the tools they need to confidently share their unique voice.

“The children found their superpowers as well as strategies for how to speak out with confidence. It was a really powerful time of growing and self-reflection. I'm amazed at how well they can identify these things in themselves at such a young age.”

We'd love to work with your school! For more information, please get in touch at → [contactus@innerwings.org](mailto:contactus@innerwings.org)

## Our Founders



**Melissa Di Donato Roos**  
Co-Founder and CEO

Melissa Di Donato Roos is an acclaimed American-born British business and technology leader and the first female CEO of SUSE, the world's largest open source software company. Throughout her 25+ year career, she has worked passionately to make the world of technology a better place for everyone, but in particular a place women want to be part of. Named one of the Top 10 most influential women in U.K. Technology, she also serves as Technology Group Chair of the 30% Club – an organisation with the goal of achieving 30 percent female directors on S&P 100 boards by 2023.



**Darren Roos**  
Co-Founder and Trustee

Darren Roos is a South African born CEO of global software company, IFS. Darren's career of building and scaling world class software businesses spans over 25 years and he is a regular spokesperson on channels such as CNBC and Bloomberg TV. A committed advocate of equality and diversity, he increased the female leadership in IFS from 10% to 40% and created the IFS Foundation, raising over \$250,000 to break the poverty cycle in Sri Lanka. Darren also sits on the board of global software company SiteCore.