

Company: Purpol Marketing Ltd, Chippenham, Wiltshire United Kingdom

Company Description: Purpol Marketing provides marketing director level expertise on a 'pay as you go' basis making professional advice tailored and affordable. They are experts in all areas of marketing and specialists in PQQ and Bid management on public procurement tenders, especially in the construction and manufacturing sectors and for SME'S. They measure success on how much their clients win.

Nomination Category: Individual Awards Categories

Nomination Sub Category: Female Social Activist of the Year

Nomination Title: Empowering Equity Through Action: Denise O'Leary MBE's Systemic Mentoring for Inclusive Social Change



1. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 195 words used.

This nomination is supported by multiple attachments and media links that demonstrate Denise O'Leary MBE's transformative impact.

Videos:

WHO ARE CHERISHERS?! ❤️ ([YouTube](#)) captures the lived experiences of beneficiaries impacted by Denise's work with Cherishers 811 CIC. Who are Cherishers <https://www.youtube.com/watch?v=g90yHv8TrPk>

Why Cherishers ([YouTube](#)) and *Who are Cherishers* ([YouTube](#)) illustrate how inclusive services and infrastructure, enabled by Denise's strategic mentoring and grant writing, directly support vulnerable individuals.

Why Cherishers — <https://www.youtube.com/watch?v=-AvPjORrHX4>

Social Media Evidence:

The *Cherishers Facebook page* ([Facebook](#)) visually documents community initiatives, such as warm rooms, art therapy, inclusive events, and crowdfunded activities—all delivered through the income streams and models Denise co-designed. <https://www.facebook.com/cherishers>

Photos (attached):

- o Images Include: Christmas Party, Art Class, Singing Class, Community Food Table, Warm Rooms, Bee Flower Garden, And Wellbeing Therapy—Representing Over £150,000 Raised And Activated through crowdfunds and grants, all written or mentored by Denise.

Testimonials and Feedback:

- o Attached testimonials from Cherishers 811 CIC to validate Denise's DE&I impact.
- o Testimonials from Denise O'Leary MBE Mentees
- o Purpol Marketing Media Coverage July 2023-2025

Together, these materials reinforce every major claim made in this entry—with visible, quantifiable, and third-party endorsed evidence.

2. Briefly describe the nominated individual: history and past performance (up to 200 words):

Total 194 words used.

Denise O'Leary MBE is a strategic mentor, bid coach, and founder of Purpol Marketing, specialising in public sector access, inclusive growth, and third-sector resilience. A Chartered Marketer with nearly 30 years' experience, she has delivered over £4.4bn in secured contracts and grants, with a 92% success rate—more than double the UK average. Her approach empowers clients to win sustainably, aligning values with impact.

Denise led one of the UK's largest Kickstart youth employment programmes, placing 229 young people—many with disabilities or lived trauma—into paid roles. Her "Kickstart My Career" course, co-designed with unemployed youth, now runs nationwide.

Since 2022, she has mentored Cherishers 811 CIC, a female-led social enterprise in care and employment, through £500k+ in new funding. Her coaching spans strategy, DE&I, governance, and trauma-informed service design. She developed their award-based fundraising model and helped co-lead inclusive safeguarding, lived-experience hiring, and impact measurement systems.

Recognised with an MBE in 2022 for Services to Construction and Business Owners, she was named an MP HERo in 2025 and featured among the UK's Most Inspirational Women in STEM and Construction. Denise transforms mentoring into movement-building—equipping grassroots leaders to grow with dignity, equity, and community-first purpose.

3. Outline the nominee's achievements since July 1 2023 that you wish to bring to the judges' attention (up to 250 words):

Total 247 words used.

Since July 2023, Denise has enabled over £150,000 in new funding for Cherishers 811 CIC, contributing to £500,000+ raised through her strategic mentoring to date. She coached the leadership team through income diversification, complex grant writing, and a sold-out business awards gala that raised £8,000 while generating new donor relationships and regional visibility. Her coaching supported a grant success rate of over 85% in 2023—more than double the UK norm.

Under her guidance, Cherishers launched expanded trauma-informed services including dementia support, grief counselling, and sport-themed therapy sessions. These are now delivered in over 100 weekly sessions, supporting 100+ regular service users. Denise also wrote the successful bid facilitating the development of a community transport service, enabling safe access for severely disabled clients, and guided the recruitment of eight young people with disabilities into meaningful paid roles.

She helped introduce public-sector aligned reporting, safeguarding protocols, and co-production frameworks—ensuring funding transparency and inclusive governance. Her mentoring continues weekly and includes resilience, equity, and service legacy coaching.

At a national level, she opened her Kickstart My Career programme free to UK youth in June 2025 for National Careers Week. It was co-designed with unemployed young people and now supports employability training across multiple regions. She also mentors 40+ CICs via Small Business Britain and regional growth hubs.

In 2025, Denise shared her systems-led model at the Stevie® "Winning Strategies" webinar and Women|Future Conference. Her mentoring doesn't just uplift organisations—it embeds change across public, private, and community sectors.

4. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the achievements since July 1, 2023 of the nominated woman, OR written answers to the questions? (Choose one):

Written answers to the questions

5. If you are submitting a video of up to five (5) minutes in length, provide the URL of the video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video. If you are submitting written answers to the questions for this category, provide them in the spaces below:

Written responses

6. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the nominee's past performance (up to 250 words):

Total 238 words used.

Denise O'Leary MBE's work is significant because it transforms not only individual lives but the operating infrastructure of non-profits and CICs. Her embedded mentoring approach enables grassroots leaders to embed governance, strategic finance, and DE&I—areas where most community-led organisations face persistent challenges.

While the UK's average grant success rate is under 40%, Denise achieved a 100% success rate in 2023 across multiple third-sector bids. Her guidance helped Cherishers 811 CIC transition from grant dependency to a four-stream income model including earned revenue, public contracts, and fundraising—a rare achievement for a CIC of its size. This transformation enabled delivery of over 1,500+ care interventions, 100+ weekly wellbeing sessions, and recruitment of eight disabled young people into meaningful paid roles.

Denise mentors from lived expertise—having led a 229-placement government Kickstart programme—and co-created the Kickstart My Career course with underrepresented youth, launching it UK-wide in 2025. It is now used by schools, enterprise hubs, and charities nationwide to advance equity in employment access.

Her model prioritises marginalised groups too often excluded from traditional funding—BAME communities, disabled individuals, and elderly women. Her fundraising supported warm rooms, grief counselling, sensory therapy, and trauma-informed programmes—services public systems are often too underfunded or slow to provide.

Unlike traditional consultants, Denise walks beside her clients long-term. As one leader said: "Denise didn't just help us raise funds—she helped us believe we could lead with confidence." Her model redefines mentoring as scalable, systemic social justice.

Attachments/Videos/Links:

[Empowering Equity Through Action: Denise O'Leary MBE's Systemic Mentoring for Inclusive Social Change](#)

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