



Impact Report 2024-25



Tackling Social Issues One Page at a Time...

A message from our founders - Steven Okeya and Anthony Aina

At Penificent, we believe that stories have the power to educate, empower, and inspire change - especially when they speak directly to the experiences of young people. This 2024–2025 Impact Report reflects a year of meaningful growth as we continued our mission to use comics as a force for education, inclusion, and youth empowerment.

Through strong partnerships with schools, youth charities, and community organisations, we've delivered creative projects that address vital issues such as mental health, identity, inequality, climate change, and digital safety. Our comics are more than entertainment—they're tools for learning and reflection, co-designed with and for young people from diverse backgrounds.

This year, we expanded our reach through hands-on workshops, curriculum-aligned resources, and youth-led storytelling initiatives. We've supported educators with engaging visual tools that open up important conversations in classrooms, and helped young people build confidence, develop literacy skills, and express their ideas in new, creative ways.

Our impact has been made possible through collaboration—with teachers, youth workers, parents, artists, and, most importantly, the young voices at the heart of our stories. From illustrated mental health guides in schools to graphic novels tackling social justice issues, every project has aimed to create safe, inclusive spaces for dialogue and growth.



**Anthony & Steven at a Comic Con Event
in May 2025**

In this report, we share the outcomes of our work: the communities we've reached, the young minds we've inspired, and the social issues we've helped bring to light. We also outline our goals for the future as we scale our programs, deepen our partnerships, and continue using the power of comics to create positive change.

Thank you for joining us on this journey. Together, we're helping young people see the value of their voices—and equipping them to shape a better world, one story at a time.

Anthony & Steven

Highlights



Between July 2024 and June 2025, we **distributed over 600 comics**, including 100 copies of State of Mind #1 commissioned by Southwark Council and 30 comics each used in workshops addressing mental health and knife crime.



We also sold approximately 40–50 comics during the **State of Mind launch event**, making it one of our most engaged campaigns to date.

We were also commissioned to create a **gambling awareness comic** project in partnership with Betknowmore UK, and completed a trauma-informed comic funded by Juvenis.



We **created a financial literacy comic** in partnership with Financial Harmony and also ran our first HAF (Holiday Activities and Food) programme in Hounslow and completed the To Hatch Leadership Programme.

We **increased our outreach** by having a very successful day attending our first Comic Con in London in May 2025.



Our "Creative Reformament" Project has helped children aged 12 to 18 under court custody at the Oasis Restore facility, by using comic-based workshops to empower them with vital life skills and foster personal growth through creative arts.

Our **digital growth was substantial**, with Facebook up 41.67%, TikTok up 50%, and LinkedIn soaring by **498%**.



Our Reach

We reached over 60 young people (ages 11–23) through workshops held at Coin Street, Swanlea School, and within Southwark.



In addition, we worked with 8 young asylum seekers through the Barnardo's Triangles Project.



Our mental health launch event brought together over 20 organisations, including educators, social workers, and youth professionals, over 50 normal event goers.

These figures reflect both the breadth and depth of our engagement over the past year.

Our Latest Releases



Exploited and Criminalised #2 – Turning Point

This is the second comic in our Exploited and Criminalised series which focuses on Child Exploitation and the impact it can have on families.

- This comic follows the story of Isabella as she navigates the dangerous world of child criminal exploitation in a bid to protect her brother from the local drug dealer.

This comic was sponsored by Barnardo's and aims to raise awareness about this critical issue and educate young people about the dangers of becoming involved in criminal activities.

This is the third and final comic in our State of Mind series and covers a wide range of themes such as identity, vulnerability, and the search for belonging.

The story follows Deanni as he embarks on his quest for sanctuary in Africa, where he confronts the demons of his past, including the weight of parental expectations and the isolating grip of loneliness.

This comic aims to raise awareness of mental health, in particular - masculinity, parental expectations and loneliness.



State of Mind #3 – Final Call

Supporting Evidence

Our model is supported by the National Literacy Trust, which found that comics increase reading enjoyment and engagement, especially among reluctant readers.

Research from Northumbria University further supports our approach, showing that comics help young people engage more deeply with historical and social content.

Our lived experience methodology, combined with evidence-backed storytelling, allows us to make a measurable difference in both knowledge and behaviour.



Feedback

Feedback from teachers, professionals, and young people highlights how our comics create safe, accessible spaces to explore complex issues. Our mental health comics were stocked by the Wellcome Library, and we received continued demand from schools and youth organisations for further resources.

Professionals consistently reported that our workshops increased emotional awareness and self-reflection among young participants. Tools embedded in the comics, such as reflective questions and creative tasks, have supported discussions around abuse, violence, and personal decision-making.

Educators and youth professionals described our work as “real” and “a breath of fresh air”. Feedback from young people asked for “longer workshops” and praised how “it didn’t feel like school but helped me understand more.” Professionals shared that the comics made it easier to talk about difficult subjects, and that young readers stayed engaged because the visuals and storytelling felt authentic.



“The first time I’ve seen something that feels like my students’ actual lives”

- Teacher Comments about our Comic Books

Thank you to our collaborators & sponsors

Our 2024 collaborators and sponsors include Southwark Council, Coin Street, Barnardo's, Arts Council England, Betknowmore UK, Financial Harmony, and Juvenis.



Changing childhoods.
Changing lives.



Supported using public funding by
**ARTS COUNCIL
ENGLAND**



Financial Harmony

These partnerships helped us reach both local and international audiences, amplifying our message through trusted networks and institutions.

Want to get involved or find out more?

We would love to hear your questions or enquires.

Either head to our website using the QR code or email:

- info@penificent.com
- marketing@penificent.com

Don't forget to check out our social media sites!



@penificent



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