

# Group Impact Card

## 2024 to 2025



We're a **JAM Card**  
**Friendly Business**

**NOW**  
www.nowgroup.org

2024-25  
For every £1 invested in  
NOW Group we generated



NOW Group is a multi-award-winning social enterprise operating across N.Ireland and Rep.Ireland. We support people who are neurodiverse, autistic, have ADHD, or have a learning difficulty into finding jobs with a future.

Our social enterprises include:

- **JAM Card** is a simple yet effective tool for people with invisible disabilities to overcome communication barriers. Show your JAM Card™ when you need a little extra time or help to reduce stress in social situations.
- **JAM Card for Business** offers training to promote workplace inclusion.
- **Loaf Catering & Pottery** operates four cafes, a pottery and a corporate catering service delivering throughout Greater Belfast and Dublin.

If you know someone who could benefit from our Training and Employment services, they can register by scanning the QR code or by visiting our website

[www.nowgroup.org](http://www.nowgroup.org)



Telephone N.Ireland: +44 28 9043 6400  
Telephone Rep.Ireland: +353 89 613 6876  
Email: [trainingandjobs@nowgroup.org](mailto:trainingandjobs@nowgroup.org)



**JAM Card™**  
For **Business**



**82k+**

Online training sessions delivered to businesses

**3000**

Businesses have already become JAM Card Friendly

**JAM Card™ for Business**

Sign up for our online training that enhances inclusion in the workplace and improves customer service for people with invisible disabilities.



[www.jamcard.org/for-business](http://www.jamcard.org/for-business)

## The inclusion partner of choice for business

NOW Group, the award-winning social enterprise based in Belfast and Dublin. We work with people and businesses to unlock potential and transform lives across the island of Ireland. We help people who are neurodiverse, autistic or have a learning difficulty by supporting them into jobs with a future.

**LOAF**  
★ ACADEMIES ★

**86**

Catering & Hospitality jobs secured

**91**

Work placements at Loaf Catering



**Add social enterprise to your supply chain!**

Our cafés in Belfast & Dublin provide outside catering for meetings & events. You can also purchase Loaf Pottery, a corporate gift with purpose!



[www.loafcatering.com](http://www.loafcatering.com)

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Participant Journey

**2168**

Total number of people supported across all services

**80**

Paid jobs in Retail

**86**

Paid jobs in Catering and Hospitality

**91**

Participant placement sessions in Loaf Catering

**99%**

Of participants rated NOW Group support as very good or good

**375**

People got a paid job

**34**

Paid jobs in Administration

**15**

Paid jobs in Digital

"NOW Group has helped me approach interviews with more confidence and a better perspective of employers in the industry"

**1824**

Accreditations achieved

**3452**

Soft skills courses completed

Our staff, volunteers & board members are out of this world

**2427**

Volunteers delivered 1901 volunteer hours

**2940**

Hours of Family Service group support

**140**

Families were supported

**1.2k**

People attended Fandom Con Event in Belfast

**292**

Participants supported across 13 social activity groups

Community

JAM Card

**180k**

JAM Card users, including 20k new cards posted out in 2024-25

**3k+**

JAM Card Friendly Businesses, including 49 who became JAM Card Friendly in 2024-25

**82k+**

People have completed JAM Card online training to date

**74%**

Of JAM Card users surveyed said they are more likely to use a business or service if it is JAM Card Friendly

Expansion

Social Enterprise

We continue to expand our services across the island of Ireland

**44**

New JAM Card Business Partnerships

**23**

NOW Group Employer & Strategic Partnerships

**67**

Partnerships with businesses across NOW Group

Partnerships

**117**

People were employed by NOW Group in 2024-25

**20%**

of NOW Group workforce has a disability

**88%**

Our Carbon Footprint was 88% lower than the average business in 2024

**100%**

Environmentally friendly packaging used in Loaf packaging

Our services have saved Health & Social Care **£1 million** through reduced day care, family support & crisis interventions

