



Project 2020

*Give a girl a dream!*



*I can do things you cannot, you can do things  
I cannot, together we can do great things!*



# Who is Maresce?



## The founder of The Heir Foundation and CEO of Heir Generation.

I was born and raised in South Africa and Australia. I grew up around diverse social structures which exposed me to both extreme wealth and severe poverty. I observed that people were defined, not by who they were, but by their status and hierarchy. This instilled in me a deep sense of empathy for the lower-class or less fortunate. I observed how a division was created due to

status - leaving no opportunity, education or freedom for them. A loss of unity and togetherness had developed amongst sections of humanity, resulting in an alarmingly unbalanced world, and creating uncertainty of what the future may look like.

From a young age, I looked at life with a different pair of eyes. I believed that I was the creator of my own destiny, and my appreciation for human rights unveiled my desire to make a difference in the world. 'It's not where you come from in life, but where you are going'. I ventured off to London in search of myself. In Australia the Aborigines would call this 'walkabout' - the spiritual awakening!

And that is how my journey began in London.

My first step to actualising my dream was when I created The Heir Generation. ([www.heirgeneration.com](http://www.heirgeneration.com)).

A business and platform for the youth to realise their full potential and rely on a support system to develop themselves, not only as great entrepreneurs, but as strong leaders. It's about creating a different blueprint for them, teaching them that they are responsible for their own lives.

I realised there was a need to help the young generation. Many of my apprentices were from broken homes, where they didn't have the support system to help them follow their dreams. I observed that there was little to no help available, and these youngsters were frequently overlooked by the system, and this in turn had affected their confidence, self-esteem, and ability to make strong decisions

In the words of Aristotle 'EDUCATING THE MIND WITHOUT EDUCATING THE HEART IS NO EDUCATION AT ALL'

Heir Generation is a place where the youth can feel free to express themselves, where we empower them to be the best that they can be. After completing their studies, they feel a huge sense of achievement and feel empowered to go out into the world and conquer anything. It's a salon of courage and hope.

The Heir Foundation is the expansion of Heir Generation - giving youngsters from an even more impoverished background on a global scale, opportunities to create a brighter future.

I am passionate about what I do and believe that education is our opportunity to give an irrevocable gift to the next generation.



# What is the Heir Generation?

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

The Heir Generation is a London based salon, where Hair and Beauty meets empowerment and individuality. We believe that the power behind hair and beauty is the individual, which is why we tailor a look specifically for you, to enhance both your inner and outer beauty. One of our key focuses is creating an environment where acceptance, feeling good and being inspired is imperative. Our clients become part of our family and help us to grow our vision and ethos.

## OUR VISION

Is to create the opportunity to help youngsters realise their full potential, not only as hairdressers, but as young leaders of tomorrow.



## OUR ETHOS

**Heir means -  
Honour, Empowerment, Individuality, Respect**

The Heir Generation is a creation that is harmony based on mutual respect, sharing based on appreciation, a perception based on a mutual acknowledgment of plenty and a celebration of each other's presence based on an understanding that each one of us is a source of LOVE. It is a jointly created generation as each individual uses their own talents to enhance profound change and personal transformation, thus growing the metamorphosis of the Heir Generation ethos.

## OUR SUPPORT

10% of all Heir Generation profits go to the Heir Foundation to help grow a brighter future for the next generation.





# What is the Heir Foundation?

**The Heir Foundation is a UK charity and the charitable arm of Heir Generation.**

The Heir Foundation is a registered non - government organisation based in the UK and the charitable division of the Heir Generation

Our aim is to work with disadvantaged, vulnerable, abused, underprivileged young woman on a Global level.

Our goal is to help these young woman defeat the spirit of shame by giving them a dream and helping them to turn Tragedy and Trauma into TRIUMPH!

*Give a girl a dream!*

Give a girl a dream project is designed to help take young woman out of unfortunate situations globally, by creating opportunities through academic and vocational programs.

Our vision is to empower through education. This will improve their self esteem, self confidence, emotional health , self worth and value through social transformation.

We believe that with a great team and strong program we can create something powerful, sustainable and substantial to give these girls hope and the opportunity to change their lives to become confident woman who are independent, accountable for their future and valued in their own communities.

Our program will also help to create job opportunity.

Our give a girl a dream project will be working with The Women's Development Centre for 2020. They are a registered non-governmental organisation based in Kandy Sri Lanka who have implemented supportive programs focusing on women and children within their community.







# Heir Foundation Education Programme

## What is the Education Program?

The Heir Foundation program will encourage the young women from Sri Lanka to take the opportunity to learn and develop new skills. The program will be designed and executed by our group of volunteers who all bring different skill set. It will be an intense 5 week program Monday-Friday done through workshops. We will engage both the right and left hemispheres of the brain to help understand what these women need to enhance a progressive future. We will also be focusing on teaching skills to create job force within their community.



## What are the subjects included in the Education Program?

- English
- Personal Development & Well being
- Health and Safety
- Meditation and Yoga
- Self defence
- Business Skills
- Creative studies
- Hairdressing

*Little girls with dreams  
become women with vision!*

# Meet the Trustees



## Audrey

Being the mother, friend and guardian angel of Maresce has not been an easy task, I can assure you. She was the most complicated, curious and strong-willed child - and still is! She questioned everything 'But Mummy why? Why?'. She pushed all boundaries and did not believe in doing anything any other way than her own.

A born leader and humanitarian, always fighting for her rights and the rights of others, she believed in freedom of thought and she would express every bit of it! We called her 'the wild child'.

Whilst people built their wings and then jumped off the mountain. Maresce jumped off the mountain first and then built her wings on the way down!

Maresce always had this immense compassion for others. Her kind nature meant she always wanted to help others in need - she would share everything she had. People from all walks of life were attracted to her, and she loved them for who they were no matter their status, creed or culture.

When she was a little girl her favourite movie was 'Annie'; she

used to drive us crazy because she would watch it every day after school. One day she said to me 'Mummy, one day I want to open an orphanage, so I can help all the sad children'.

Maresce is a strong minded, determined young woman. When she puts her mind to something there is no stopping her! She gives her whole heart. Her flaws are what make her human, and her striving for perfection that makes her extraordinary. She is a light in darkness.

Maresce will be a great role model for these young women because she is real. She will teach them that weakness is not failure, but the strength that builds your character. She will teach them to never give up and to always believe in themselves. She is a true example of what it takes for someone who has fought for her dream despite all odds. I believe in her ability to create a positive change and bring these young people hope.

I am proud to be a part of this project and one of the trustees. I look forward to the development of the Heir Foundation and give my full support to making this a reality.



## Terry

Terry Georgiou left school at just 16 to join the family business due to his family suffering the loss of his father, leaving him the responsibility of the business and being the man of the home - and the only bread winner. A difficult feat for such a young man.

However, it was in this moment that Terry used his unfortunate situation as his motivation and building block to become a successful business man.

Through determination and hard work his skills within the dry-cleaning industry began to be recognised. Within a few years, his services were being used by the film industry and all the major television companies. Many of the west end theatre productions relied heavily on his services. His high-profile clients, including members of the royal family, read like a who's who of the London glitterati.

Whilst running his family business, he began to invest in the property market. His extensive knowledge and focused approach enabled him to build an impressive property portfolio. His ability to spot opportunities has facilitated his expansion of investments.

At this point Terry realised his passion for the property market, project management and investing which led to his decision to sell the family business and follow his dream.

An opportunity presented itself for him to invest in two properties which he amalgamated and redeveloped and turned into one of London's most reputed restaurant/bars and night club called Aquum.

Aquum revolutionised the night time culture in south west London immediately, earning him London's best new bar award. Since its inception Aquum continues to win awards every year.

Terry then went on to invest and create the Jam Tree, Fu Man Chu and many more business enterprises. He has an active role in all of his business as he believes that the key to a successful business is to nurture and grow them from start to finish. He is not just a business owner, but a role model and mentor for all of his staff, and encourages them to be the best they can be despite their circumstances and to always follow their dreams.

Terry and Maresce have a long-serving friendship and he has been involved in the Heir Foundation project since its infancy. He is inspired by Maresce's tenacity and adoration to empower the next generation and his philanthropic nature encourages Maresce to pursue her dreams, so she can help others to live theirs. His enthusiasm and knowledge will assist in all aspects of the foundation. As one of the trustees he will oversee the Heir Foundation project, to ensure that the initialisation and implantation of the programme runs smoothly enabling the foundation to fulfill all its objectives.

[www.aquum.co.uk](http://www.aquum.co.uk)



## Siobhan

Back in 1995, Siobhan recognised a gap in the market for designated co-ordinators to help couples through the wedding planning process saving them time, money and disappointment. Siobhan is acknowledged in the industry as the UK's first Wedding Planner.

Siobhan is now established as one of the UK's leading wedding co-ordinators. Her beautiful weddings have featured in Hello, OK! and many bridal magazines in various countries around the world. Her famous clients include Joan Collins, Barbara Windsor, Greg Kinnear, Sacha Mascolo-Tarback, Des O'Connor and Ronni Ancona. She was GMTV's resident wedding expert and featured on the show for the Interactive wedding (2002-2006) where she designed various aspects of a wedding for the viewers to vote on.

Siobhan writes for various wedding magazines and is frequently requested as a speaker at business seminars and wedding shows. She is also frequently hired as a consultant for wedding related TV and radio shows, new venues and other suppliers within the wedding industry. In 2005 she launched her DVD, 'From This Day Forward', a guide to planning the perfect wedding.

In 2013, with two of her industry colleagues, she founded National Association of Wedding Professionals; an association promoting professionalism and integrity within the UK Wedding Industry. The association has gone from strength to strength, boasting a high calibre membership and starting to be regarded as a benchmark for professionalism within the UK industry.

Siobhan now spends some of her time guest lecturing to Event Course/Degree students at various colleges and universities in London.

Siobhan says 'I am thrilled to be a trustee for the Heir Foundation. I have known Maresce for over 10 years and have always been impressed by her philanthropic nature and quest to help people through her talent.

I think the Heir Foundation will provide the perfect platform for these girls and women of the tea picking plantations to further their education, develop skills and create an exciting future for themselves. It's about developing a skill that will benefit their society, and at the same time, give them an income and purpose.

It's not about trying to change the culture or their way of life, it's about improving it and embracing something that is important to them.

I am involved with the education programme and have written the business modules to help these women with the day to day running of a business (whether it be a school, sole trader or salon). It is important that they are confident with clients, know how to present themselves with confidence and understand the minutiae of the business they will be a part of.

I think the Heir Foundation offers so much opportunity for them; on completion of their training, they can decide to be mobile hair and make-up artist, teach at the Foundation or work within the salons we hope to eventually open once we have sufficient graduates.

I feel so blessed to enjoy my career and work, I have found something that I love doing and fulfills me. I want that for these girls.'

[www.siobhancraven-robins.co.uk](http://www.siobhancraven-robins.co.uk)  
[www.nawp-uk.com](http://www.nawp-uk.com)



# Meet the volunteers



## Annie De Silva

Co-Founder | Concept Director of Prana lounge Sri Lanka [www.pranalounge.lk](http://www.pranalounge.lk)

After growing up in London, England, Annie returned to her native Sri Lanka in January 2011 with a vision to create Colombo's most specialised Holistic Health & Wellbeing Centre.

Alongside co-founder Anja, Annie conceived Prana Lounge: a space to support those on a journey wishing to change global community consciousness and inspire creativity, discovery and evolution.

An established Creative Designer and Project Leader, Annie has a passion for creating a dynamic and positive working environment that enables great production values from conceptualisation to delivery. Annie is a positive influencer, motivator and generates successful outcomes in all situations and cultures.

Annie is looking forward to help growing the Heir Foundation by supporting and being a mentor in Sri Lanka. Helping to run the operational and educational side of the programme.



## Anja Meixner Wijeyesekera

Co-Founder | Operations Director of Prana Lounge Sri Lanka [www.pranalounge.lk](http://www.pranalounge.lk)

Anja is German by birth, Sri Lankan in spirit and universal at heart.

With a 15 year professional background in international hospitality and spa management, Anja is now following her calling to assist the self, soul and earth as a Craniosacral therapist, Angel Reiki Master and Yoga Teacher.

Anja's entrepreneurial process management skills have been vital in creating Prana Lounge's diverse and meaningful holistic lifestyle experiences. With an aspiration to serve humanity by creating a calm and healing space, Anja is a supportive and devoted leader.

Anja is excited to be part of the Heir foundation team by offering her skills, time and energy into growing the project to its full ability.



## Deirdre Ragan

Deirdre is born and raised in the United States, dedicated Wellness Expert with significant experience in Event Planning and Office Management leveraged to develop business plans and marketing strategies that grow business and increase revenue.

Proven business leader and entrepreneur who has sustained a profitable and reputable wellness and fitness organisation through cross-functional leadership spanning program development, project management, and business partnership development.

Secures clients, revenue, and contractors through a reputation for expertise and customer service, delivering a range of customised group and individual wellness programs carefully tailored to each client's needs.

With a strong background in administrative management that includes financial planning, accounting, team management, and office management, brings not only industry knowledge but also extensive business management expertise.



## Mikkel Andreassen

Born in Colombia, He was adopted at 2 months old by amazing parents who nurtured and gave him a very good life in Denmark. They always taught him to be myself and encouraged him to try new things and help others who come from the same background as himself.

During his teen years, he ran track on an elite level and won silver and bronze medals in national championship meets in the 800 and 1500 meter categories.

He then attended fine arts school where he studied installation art, performance art, and video direction/production. The focus of his work has been on personal development and exploration as well as political topics. He has been part of numerous shows and exhibitions nationally and internationally.



## Claire Durrant

Claire is from London and has been a User Experience (UX) Designer since June 2011, traditional computer design and extends it by addressing all aspects of a product or service

Claire has designed for Bupa Group, Vodafone Group, Plan Zheroes (a zero food waste charity), blinkbox from Tesco, Luxottica, BP, Transport for London, Modern Muse (a charity coaching young women interested in STEM subjects), Land Registry (as part of GOV.UK), Jaguar Land Rover, Pottermore and various other clients - including some pro bono projects for charities and small businesses.

As a former Training Consultant she's CIPD qualified and brings her understanding of training methodology to her design work. She's also studied acting, and drawings upon Stanislavski's techniques to 'get inside the mind of the user'.

Claire worked in several charities teaching English to children and teenagers.

Outside of her working life, she acts, sings, tap dances, martial arts

Claire is excited to be part of the Heir foundation Team and is looking forward to helping the girls progress.



## Nicholas Thomas

Nicholas Thomas is from London UK. He is an energetic individual with a blend of practical and creative skills, who takes to new tasks with passion and enthusiasm.

After graduating from the University of Nottingham with a BA in History, he went on to secure a sought-after place at the Royal Central School of Speech and Drama, where he achieved an MA in Classical Acting. Since then he's secured numerous acting roles on stage and screen, and has been working hard on an upcoming original TV screenplay.

Since graduating from acting school he has concentrated on his acting and writing careers, but of course as we well know these sorts of professions often need to be supplemented with more down-to-earth roles - and as such he has worked as an electrical assistant, responsible for domestic installations and commercial wiring on events such as Boomtown Fair and Ealing Comedy Festival. As part of this he's also done a fair amount of plastering and decorating for clients around central and outer London, and occasionally some landscaping too. He's also taken on temporary work at events at the O2 and Oval, and at The Iron Duke bar in Mayfair.

Nicholas is excited to teach the girls English and drama.



## Lukas Duszak

Lukas is from Poland, currently living in China. Lukas has ten years of training in kung fu. He has been training at the Shaolin temple China with the monks for the past 3 years learning about Shaolin culture, meditation, qigong and kung fu.

Before Lukas went to China his main occupation was running his own business as wedding photographer for 5 years. This work required great photo and video editing skills. Lukas appreciates the beauty of the moment his photo/video style is mainly story telling orientated. He loves to tell people stories through his photographs.

This way of work made Lukas sensitive and appreciate people's emotions.

Lukas has an experience in interior design, carpentry and has experience with construction work.

Now Lukas main focus is to find the health benefits of physical activities through kung fu and meditation and spread the awareness of health.

Lukas is looking forward to helping to grow the Heir Foundation.



## Lily Lewis

Lily is from the East Coast of Australia. She grew up on the beach and in the water.

My love for the big blue naturally led to me have a passion for protecting what was clearly suffering from negative human impact on a local and global scale. I devoted a large amount of my time during my schooling to volunteering with the people & organisations at the forefront of ocean conservation. This is a passion I still have today, and that has stemmed from these roots into areas of health, fitness and spirituality, which I believe are all intertwined in each other.

Lily majored in English and taught english classes to foreigners.

Lily has been living in China for the past 2 years studying Chinese culture, Chinese medicine and Kung fu.

Her Love and passion is to help the next generation evolve, she looks forward to helping the progression of the Heir Foundation.





## Melanie Bollay

Melanie Bollay is an interior designer from South Africa, who has a passion for design and innovation. She has worked in the industry for 12 years and has experience in commercial, educational, residential and corporate interiors.

In 2013, with one of her industry colleagues, she founded Square I Design, an interior design company specialising in commercial design which trades in Durban.

Melanie is very excited to be involved with the Heir Foundation and their mission to help design a creative living space for the girls to grow and learn.

Melanie believes The Heir Foundation will provide valuable and new skills for the less fortunate girls and will assist them by giving them a purpose and a skill which they will be able to share with their families and friends. She feels this is an exciting prospect for them all.

Outside of her working life, she acts, sings, tap dances, martial arts

Claire is excited to be part of the Heir foundation Team and is looking forward to helping the girls progress.



## Bruce Bollay

Bruce Bollay Is a Graphic designer, photographer & videographer from South Africa.

He has worked in the industry for 15 years, working for an International company as a UI designer, leading and driving the company with his innovative design concept and forward thinking approach to expanding and creating new visions.

His love for design and creating change is what inspired him to give his time and skills to help evolve the Heir foundation.





### **Heir Foundation dedication Ma Green**

I dedicate the Heir Foundation project to my Grandma 'Colleen Blanch Green'. The exemplification of a strong, empowered woman.

A woman of very few words, but when spoken, the most powerful.

Her traditions, values and beliefs define her grace.

A true Goddess. My Inspiration. My Heroine. Thank you Ma x

*With love*

*Maresce*



